

Idaho Statewide
Public Transportation
Needs and Benefits Study

1996 Telephone Survey



A report for:

The Idaho Transportation Department
Division of Public Transportation

July 1996

HDR

Clearwater Research, Inc.

Marketing, Product, and Public Opinion Research Since 1972

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NOTES TO THE READER

REVIEW THE QUESTIONNAIRE

A copy of the questionnaire is included in the appendices. Readers are encouraged to review it before reading this report. The question numbers have been included in the graphs for easy reference to the questionnaire, but to improve readability, the graphs include paraphrased, more readable versions of the questions.

UNDERSTAND THE STATISTICAL INDICATORS

Statistical indicators are used in the text of this report. The indicators include test values, such as t-value, F-value and Chi-square, as well as the level of significance. This is indicated by the letter "*p*." The smaller the "*p*" value, the more statistically significant the test result. The "*p*" value measures the reliability of the result, estimating the probability that the outcome has occurred by random error, or chance.

The higher the "*p*" value, the higher the chance that differences result from sampling fluctuations or random error. A low "*p*" value indicates that there are statistically significant differences among the groups. It is then necessary to examine the data to determine the size and nature of the differences. A "*p*" value of .05 or smaller is considered statistically significant, with smaller values connoting more reliable effects.

HIGH VALUES REFLECT MORE POSITIVE RESPONSES

Interviews contain a mixture of response scales. For some, the lowest value (e.g., 1) represents the most positive response (e.g., "yes" or "very well informed"), and for others the highest value (e.g., 4) represents the most positive response ("I am very knowledgeable and expert on computers. . ."). To enhance interpretation ease, ALL responses are recoded after data collection so that the highest scale value represents the most positive response. This "reflection" process does not alter the data, but makes interpretation more consistent with the verbal description of the findings.

PAY ATTENTION TO THE "Ns"

When evaluating the results, take into consideration the total number of respondents who answered the question. The percentages and means derived from small sub-samples are less stable than from larger samples or "Ns." Nonetheless, statistical tests take strongly into account the "N;" therefore, a significant finding of $p < .05$ is as reliable for a small sub-sample as for a large "N."

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EXECUTIVE SUMMARY

PREFACE

The purpose of this telephone survey was to measure public opinion on existing public transportation and assess current and expected needs regarding public transportation. It also examined attitudes toward state and local funding of public transportation.

The survey is the major component of the "General Public Survey" stage of the performance plan set forth by the HDR Team plan for the Idaho Transportation Department -- Public Transportation Division's Statewide Public Transportation Needs and Benefits project.

CONCLUSIONS AND RECOMMENDATIONS

- ☒ **The "personal importance" factor is the driving factor in support of public transportation.** If respondents need public transportation services, they are more likely to support State Funding and Local Taxes, and to pay more personally to use the service. However, other "personal importance" factors such as "improve air quality" and "reduce congestion" also received strong funding support from respondents. One strategy to consider is promoting benefits of public transportation that touch on the lives of all Idahoans, not just the "users."
- ☒ **There are several differences among respondents from the three "county types" – Urbanized, Urban, and Rural.** Urbanized respondents are more likely to be aware of and use public transportation, and want public transportation to run more often and in closer proximity. Because Urbanized respondents comprise more than half of the total number of respondents, any public transportation plan must consider their needs and desires.
- ☒ **The "affordability" of public transportation is not affected by income or other socio-economic factors.** Rather, it is the intent to use public transportation that is the driving force. Those who stated at least one reason for using public transportation were more likely to pay more than those who could find no reason for using public transportation. Those who had no alternative (no car and/or no driver's license) were also willing to pay more.
- ☒ **Importance levels for State Funding and Local Taxes did not match intended purposes.** Respondents were more likely to mention travel for recreation and social events as an intended purpose for their use of public transportation, but attached greater importance to other purposes such as travel for medical services, improving air quality, and reducing traffic congestion.

- ☑ **There is still a large block of respondents who have no intention of using public transportation.** Almost a third of all respondents failed to mention any purpose for which they would use public transportation. This group was also more likely to attach less importance for both types of funding and said they would pay little (if anything) to use public transportation.

MAJOR FINDINGS

- ★ The six transportation regions were different in their composition by "Urbanized," "Urban," and "Rural" counties. These "county types" were defined prior to the start of the ITD study. Most of the differences in results among the regions can be explained by examining the differences among the three county types.
- ★ Respondents from Urbanized counties are more likely than Urban and Rural respondents to be aware of existing public transportation services and to say that public transportation services should exist in their community. They were also more likely to know how to get information about public transportation services, and more likely to use them. These differences were highly statistically significant.
- ★ Of eight listed purposes for public transportation services (if public transportation services were available), "Travel to Shopping" was mentioned by the largest proportion of respondents (44%). "Travel to Medical Services" was next most frequently mentioned, followed by "Travel to Recreation" and "Travel to Social Events." Almost one-third of all respondents said they would not use public transportation services for ANY reason.
- ★ Most respondents said public transportation services would have to operate weekdays or more often in order to meet their needs.
- ★ Slightly more than half of all respondents who said they would use public transportation services said a 7am-7pm schedule would best suit their needs.
- ★ Seventeen percent of all respondents who said they would use public transportation services said they would need a lift-equipped vehicle.
- ★ More than 60% of the respondents who said they would use public transportation services indicated a bus route would have to be within a quarter mile for them to use it.
- ★ There was a nearly even split of respondents in Urbanized counties as to how often busses should run. More than 40% said every 30-60 minutes; another 36% said every 1-2 hours.

- ★ For each of the eight intended purposes for public transportation use, and three additional environmental reasons, respondents gave higher "importance" ratings for State Funding than for Local Taxes.
- ★ Funding was deemed most important for Travel to Medical Services, followed by Improving Air Quality and Reducing Traffic Congestion. Funding for Travel to Recreation and Travel to Social Events were seen as somewhat unimportant, although both of these purposes were mentioned often by respondents as one of their "intended uses" of public transportation.
- ★ Those who intended to use public transportation services for one of the eight listed purposes were more likely to think both State Funding and Local Taxes were more important than those who did not indicate any intention of using public transportation.
- ★ When asked how much they would pay for a one-way public transportation-provide trip, a \$1.00 fee was most frequently mentioned. The mean was \$1.16, with Urbanized respondents averaging lower than Urban and Rural respondents. Income was NOT a factor in determining how much a respondent would pay.
- ★ More than three-quarters of the respondents who had used public transportation services within the last year indicated they used a bus with regular stops. The next most mentioned mode of transportation was a volunteer ride with just 24%.
- ★ More than half of those who said they had used public transportation services within the last year indicated usage of only every two months or less. Just 16% said they used public transportation "daily."
- ★ Travel to Recreation was the most frequently mentioned purpose of use of public transportation, with 46% of all mentions. Travel to Social Events, Shopping, and Work were next most frequently mentioned.
- ★ Those who indicated having used public transportation services within the last year were very-to-somewhat satisfied with those services. Just 8% expressed any dissatisfaction with their service.

INTRODUCTION

BACKGROUND

The Idaho Statewide Public Transportation Needs and Benefits 1996 Telephone Survey is part of the ITD Public Transportation Division's Statewide Public Transportation Needs and Benefits project. The project's purpose is to increase the understanding of current and near-term public transportation needs, identify funding issues and to identify an appropriate level of services to return the highest value per dollar invested.

STUDY OBJECTIVES

This telephone survey is the major component of the "General Public Survey" stage of the performance plan set forth by the HDR Team plan for the Idaho Transportation Department -- Public Transportation Division's Statewide Public Transportation Needs and Benefits project. The survey measured public opinion on existing public transportation and assessed current and expected needs regarding public transportation. It also examined attitudes toward state and local funding of public transportation.

SURVEY METHOD

A computer aided telephone interviewing system (CATI™) was used to conduct this study because of its quick turn-around time, accuracy and efficiency. Clearwater Research, Inc. uses a state-of-the-art Ci3™ CATI™ system developed by Sawtooth Software, Inc.™, and employs a staff of highly trained interviewers. They are thoroughly briefed prior to interviewing and are required to rehearse the questionnaire prior to conducting actual interviews. Interviews are continuously monitored throughout the project; 10% of all interviews are monitored.

THE SURVEY INSTRUMENT

The questionnaire used in this study was designed by the HDR Team in cooperation with Clearwater Research, Inc. The questionnaire was designed to be approximately 10 minutes in length, and was tested prior to data collection. A copy of the final questionnaire is included in Appendix A.

SAMPLING AND INTERVIEWING

The data described in this report were collected during a 4-week period June 17, 1996 to July 10, 1996. Phone numbers were from an RDD (random digit dialing) sample, purchased from Scientific Telephone Samples in California. The sample was proportioned to be representative of the 44 counties in Idaho, and included listed as well as non-listed numbers to minimize sample bias.

Interviewing was conducted weekday evenings from 5:15 p.m. until 9:15 p.m., Saturdays 10:00 a.m. until 4:00 p.m., and Sundays 2:00 p.m. until 8:00 p.m. (MT). A total of 9,184 dialings were made on a sample of 13,200 different phone numbers to complete 1,207 interviews.

The average length of interview was 9 ½ minutes, slightly better than the targeted length of 10 minutes. Data collection productivity was slightly better than expected -- the average completed-interview-per-hour rate was 2.5 CPH. The final call outcomes are listed in Appendix C.

RESPONDENT GROUPS AND CATEGORIES

Prior to the survey, respondent categories were established based on county populations. The three county categories – URBANIZED, URBAN, and RURAL, consisted of the following:

URBANIZED (6 counties):

Ada	Bonneville	Kootenai
Bannock	Canyon	Twin Falls

URBAN (8 counties)

Bingham	Cassia	Nez Perce
Blaine	Latah	Shoshone
Bonner	Madison	

RURAL: (30 counties)

Adams	Custer	Lewis
Bear Lake	Elmore	Lincoln
Benewah	Franklin	Minidoka
Boise	Fremont	Oneida
Boundary	Gem	Owyhee
Butte	Gooding	Payette
Camas	Idaho	Power
Caribou	Jefferson	Teton
Clark	Jerome	Valley
Clearwater	Lemhi	Washington

In addition, counties were assigned to one of six regions, as follows:

REGION 1 - NORTH

Benewah	Kootenai
Bonner	Shoshone
Boundary	

REGION 2 - NORTH CENTRAL

Clearwater	Lewis
Idaho	Nez Perce
Latah	

REGION 3 - SOUTHWESTERN

Ada	Elmore	Valley
Adams	Gem	Washington
Boise	Owyhee	
Canyon	Payette	

REGION 4 - SOUTH CENTRAL

Blaine	Gooding	Minidoka
Camas	Jerome	Twin Falls
Cassia	Lincoln	

REGION 5 - SOUTH EAST

Bannock	Caribou	Power
Bear Lake	Franklin	
Bingham	Oneida	

REGION 6 - NORTH EAST

Bonneville	Custer	Lemhi
Butte	Fremont	Madison
Clark	Jefferson	Teton

FINDINGS

PRELUDE TO READING THE REPORT

The results of the survey will be presented in the general order of the survey questions. Where appropriate, comparisons among the county categories, demographics, and usage categories will be highlighted.

During the survey, the following definition of public transportation was given to respondents, and was available to interviewers at any time they questioned the validity of a transportation method as being "public transportation."

NOTE: Public transportation is defined as ANY transportation service where PART or ALL of the service is PUBLICLY FUNDED.

This does NOT include Church-sponsored busses, senior-citizen home vans, or any PRIVATELY FUNDED transportation services.

REGIONS VARY IN COMPOSITION OF URBAN VS. RURAL

The difference among Idaho's various population centers weigh heavily on the public transportation needs and attitudes of Idahoans. The six transportation regions have different compositions, which can be explained in large part by examining the differences among the county categories – Urbanized, Urban, and Rural. The table below shows the respondent percentages for the six regions and the three county categories:

Table 1: County Categories And Region Respondent Percentages

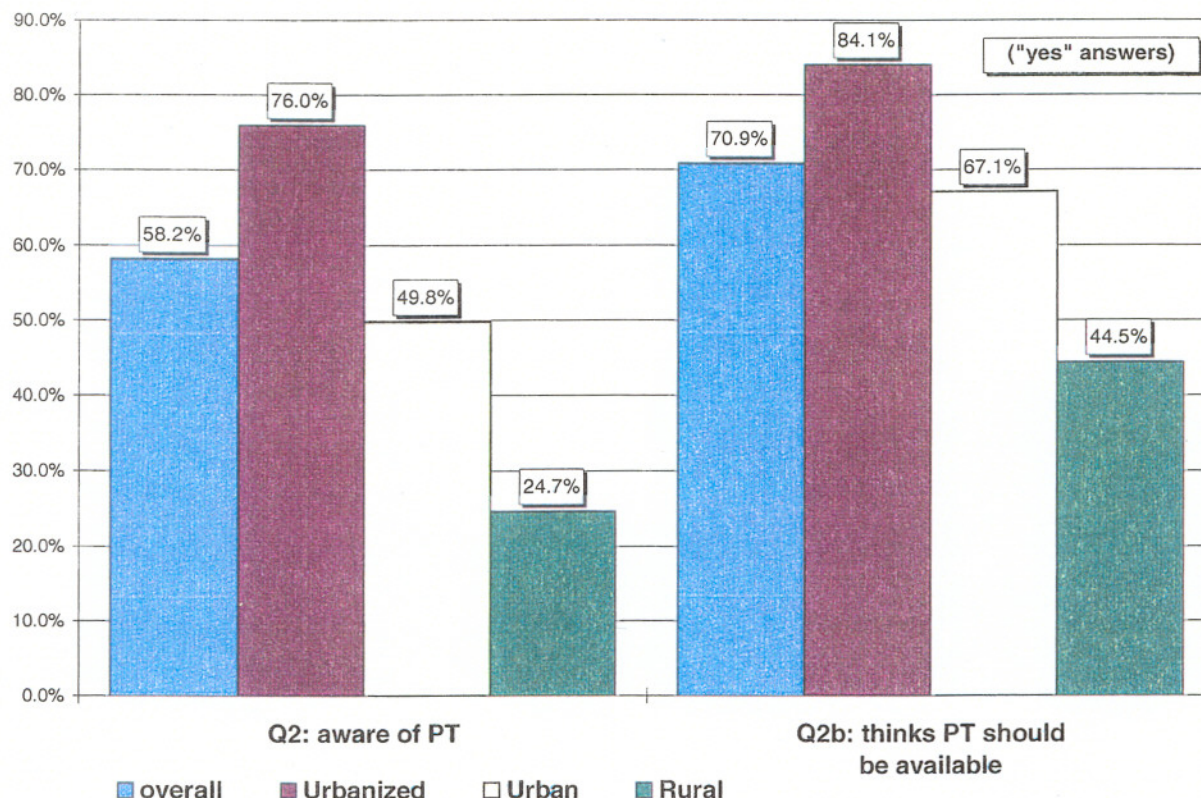
Region	Urbanized	Urban	Rural
1 - North	58.0%	30.0%	12.0%
2 - North Central		71.0%	29.0%
3 - South Western	78.0%		22.0%
4 - South Central	39.8%	25.1%	35.1%
5 - South East	48.8%	27.8%	23.5%
6 - North East	52.0%	16.4%	31.6%
Statewide	55.6%	19.6%	24.8%

As seen in Table 1, five of the six regions have a majority living in an "Urbanized" county. Rural populations in each region range from 12% to 35%. Regions 2 and 3 differ the most – Region 2 has NO Urbanized counties, and Region 3 has no Urban counties.

URBANIZED RESPONDENTS ARE MOST AWARE OF PUBLIC TRANSPORTATION AND MORE LIKELY TO THINK IT SHOULD BE AVAILABLE

Almost 60% of all respondents said they were aware of public transportation services in their community, and more than 70% agreed that public transportation services should be available in their community. The percentages were highest in Urbanized counties, and lowest in Rural counties ($p \leq .001$).

Figure 1: Q2a -- Are You Aware Of Public Transportation Services? and Q2b -- Should Public Transportation Services Be Available? (In Your Community)



Those respondents who indicated that they would NOT use public transportation if it were available (asked in Question 3) were LESS likely to be aware of existing services and to say it should be available ($p \leq .001$ for both). Those who either had no car available or for whom no one in the household had a valid driver's license (hereafter "no car") were more likely than those with a car or license to say that public transportation should be available ($p \leq .01$), as were respondents in the "low income" category (census-defined poverty level) ($p \leq .05$). Those who indicated in Question 6 that they would require a lift-equipped vehicle (hereafter "need a lift") were less likely to be aware of existing public transportation services than those not needing a lift-equipped vehicle ($p \leq .01$).

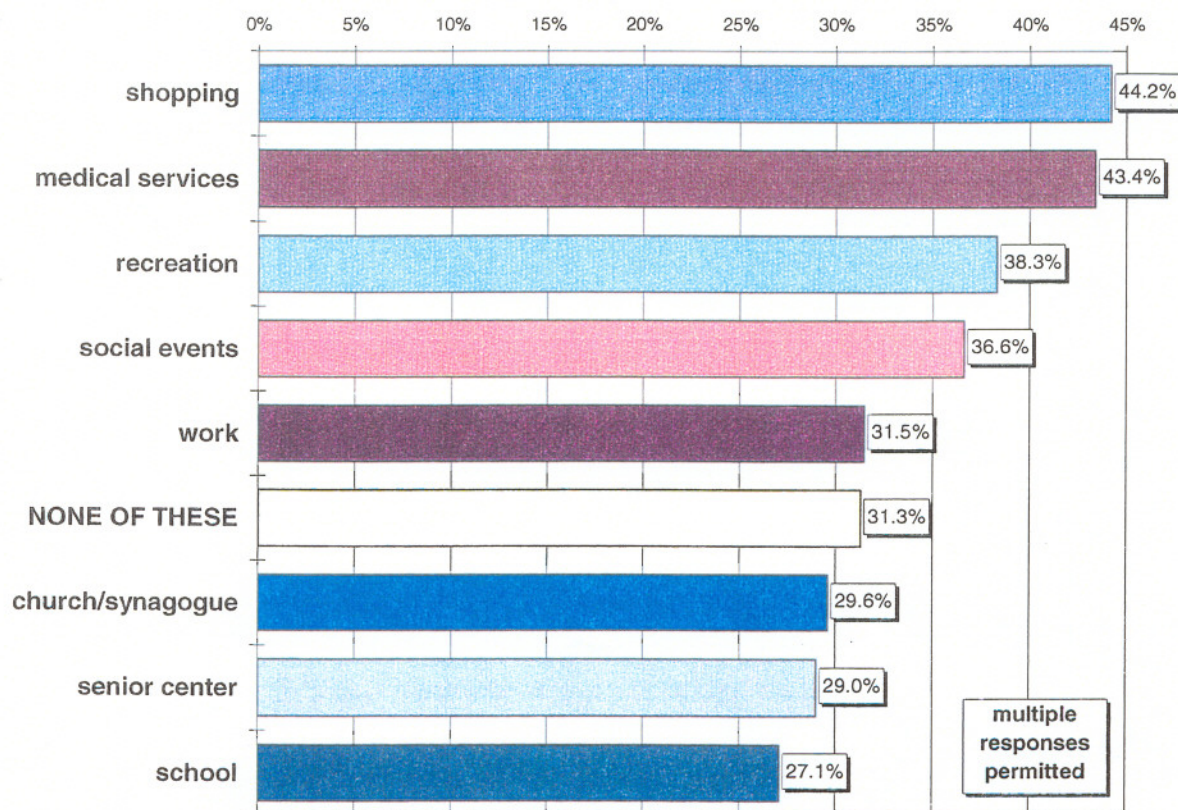
INTENDED USAGE OF PUBLIC TRANSPORTATION VARIES

All respondents were asked Question 3 – "If Public Transportation Services were available, what would you use them for?" Eight options were presented, with the respondent answering "Yes" or "No" to each. There was also an "Other" option to capture other intended uses of public transportation.

The most frequently endorsed reason (44%), was "Travel to Shopping" followed by "Travel to Medical Services" (43%), "Travel to Recreation" (38%), and "Travel to Social Events" (37%). Only about 5% gave an "Other" response (which are listed in Appendix B).

Almost one third of all respondents indicated that they would not use public transportation for ANY of the given reasons, nor did they offer any "Other" reason. In other words, they would NOT use public transportation for ANY reason if it were available. This is shown as NONE OF THESE in Figure 2.

Figure 2: Q3 -- If Public Transportation Services Were Available, What Would You Use Them For?



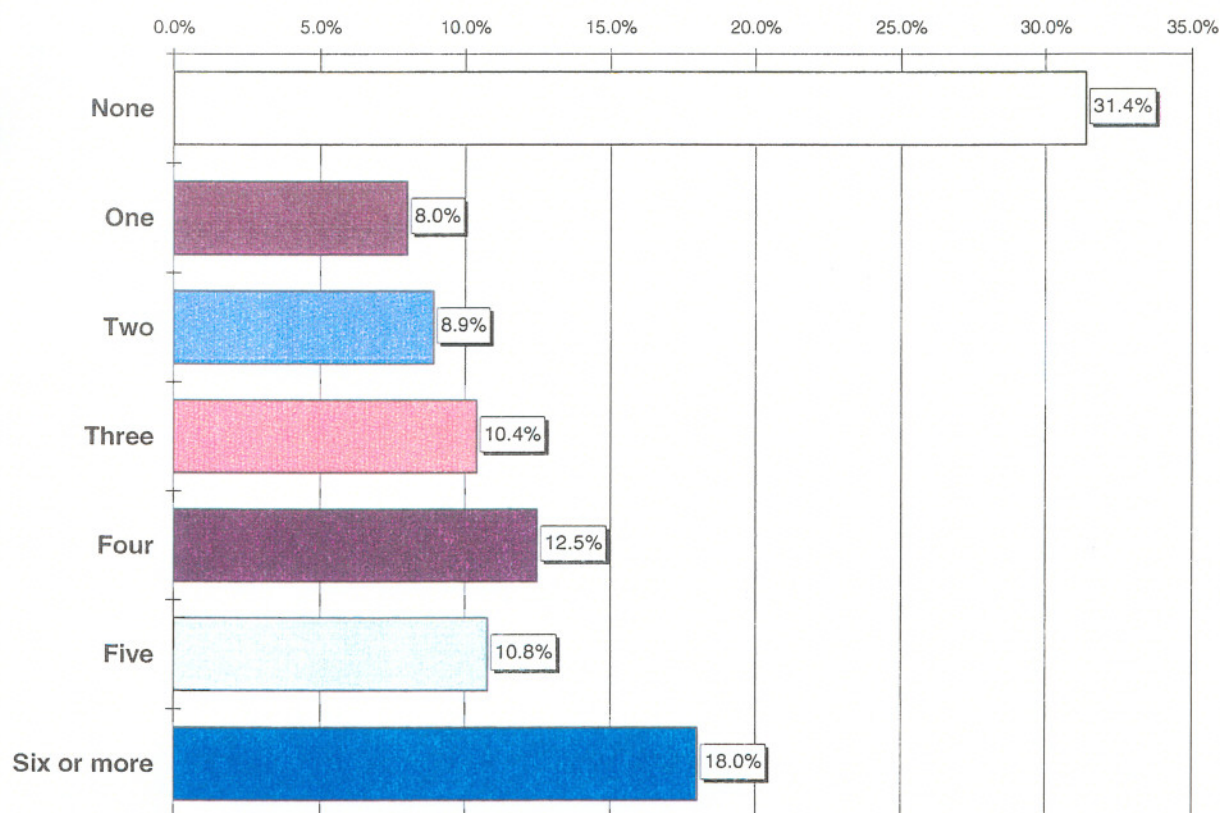
Urbanized respondents were more likely to mention "Travel to Work" than were Rural respondents ($p \leq .05$). This was the only statistically significant difference found among the three county categories.

Respondents aged 55 or older were more likely than younger ones to mention travel to medical services, church or a synagogue, or a senior citizen center ($p \leq .001$ for all). Younger respondents (18-54) were more likely than older respondents to mention travel to recreation, social events, work, and school ($p \leq .05$ or less).

Respondents in the "low income" category were more likely than those not in the low income group to mention travel to shopping, medical services, church or a synagogue, or school than other respondents ($p \leq .05$ or less). "No car" respondents were more likely than those with a car to mention ALL of the reasons listed with the exception of travel to a senior citizen center ($p \leq .05$ or less). "Need a lift" respondents were more likely than those not needing a lift to mention ALL of the reasons listed with the exception of travel to medical services ($p \leq .01$ or less).

Figure 3 shows the number of intended reasons given by respondents to this question. Note that almost one third of all respondents would not use public transportation for ANY reason.

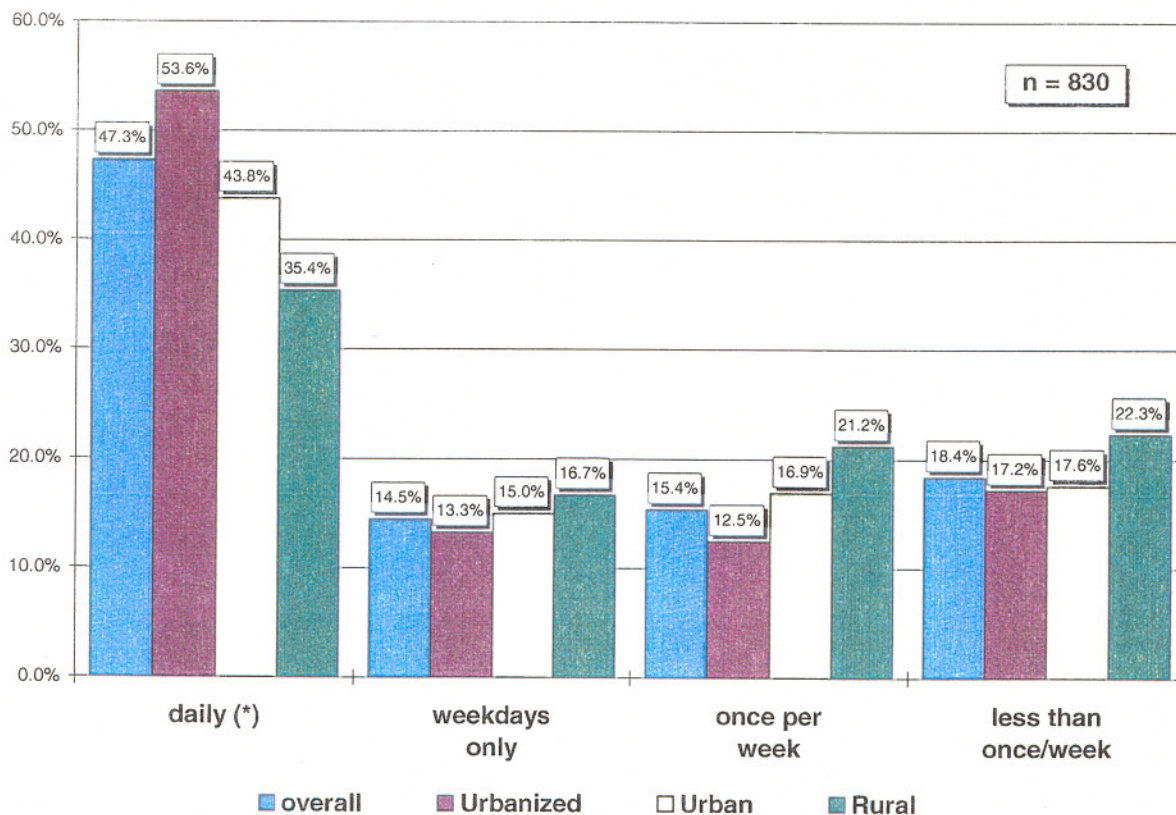
Figure 3: Number Of Reasons Mentioned For Question 3



DAILY OPERATION DESIRED TO MEET NEEDS

Respondents who mentioned at least one of the eight reasons for using public transportation (Question 3) were asked four follow up questions regarding levels of service (n = 830). Findings for the first question – how often public transportation would have to operate in order to meet the respondent's needs – are displayed graphically in Figure 4.

Figure 4: Q4 -- How Often Would Public Transportation Have To Operate In Order To Meet Your Needs?



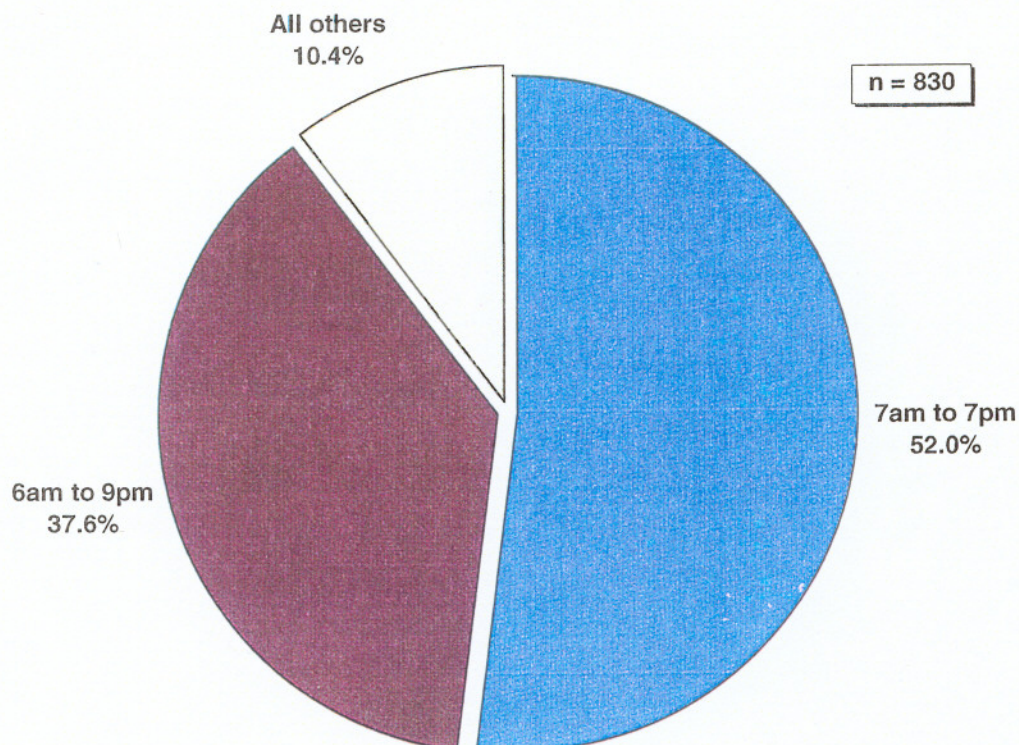
The "daily" responses listed in Figure 4 are actually two different options given to respondents – "Daily except Sunday and Holidays" and "Daily except Holidays." Combined with "weekday," this means that more than 60% of all respondents said public transportation services operation at least on weekdays would be necessary in order to meet their needs.

Urbanized respondents were more likely to want more frequent service than Rural respondents ($p \leq .01$). Respondents aged 18-54 also wanted more frequent service than older respondents ($p \leq .01$), as did those who "need a lift" (vs. those who did not) ($p \leq .01$) and those with "no car" (vs. those with a car) ($p \leq .05$).

TWELVE-HOUR SERVICE IS MOST PREFERRED

When asked in Question 5 what hours of service public transportation would have to operate in order to meet their needs, slightly more than half of all respondents said that the 12-hour schedule (7am to 7pm) would fit their needs. Another 38% said the 6am-9pm scheduled was best for their needs.

Figure 5: Q5 -- What Hours Would Public Transportation Have To Operate In Order To Meet Your Needs?



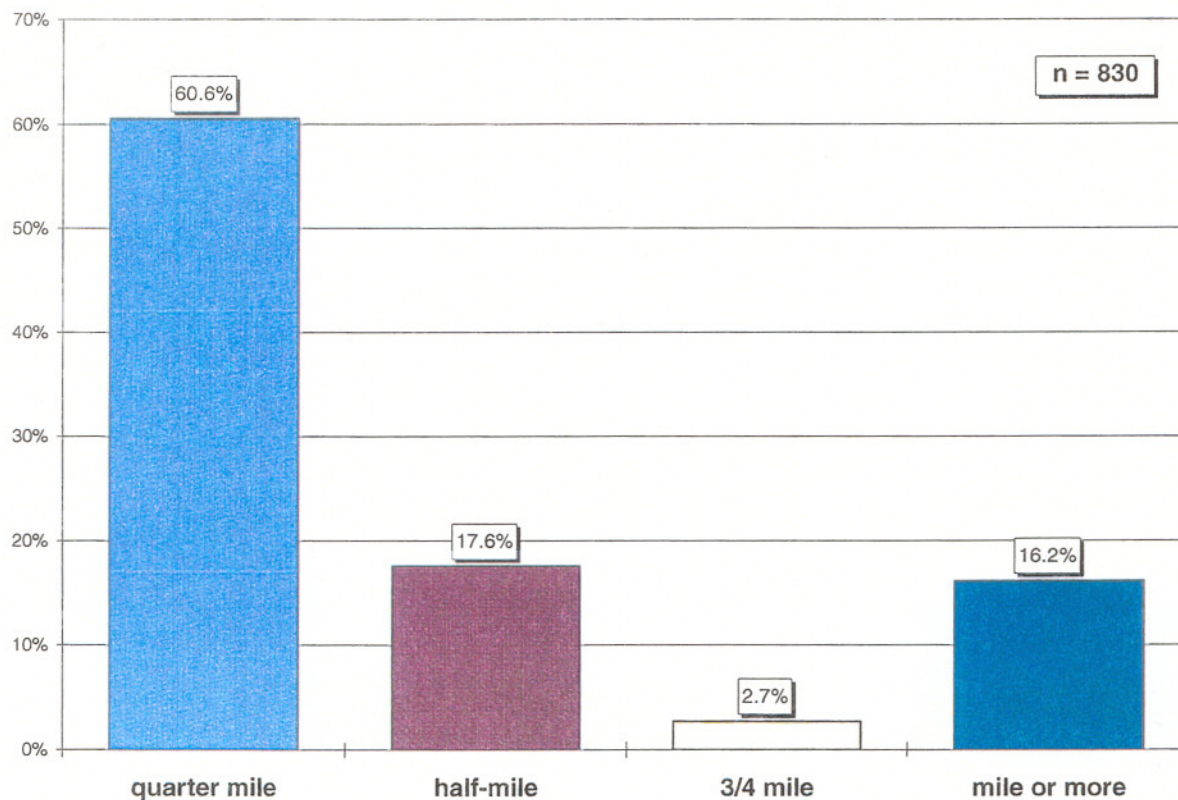
SEVENTEEN PERCENT NEED A LIFT-EQUIPPED VEHICLE

Of those who indicated they would use public transportation for one or more reasons, almost 17% said they would need public transportation service that is provided with a lift-equipped vehicle. "Low income" respondents were more likely than those not in the "low income" category to answer "yes" to this question ($p \leq .05$).

QUARTER-MILE WAS THE PREFERRED DISTANCE FROM BUS ROUTES

More than 60% of all respondents indicated that a bus route would have to be within a quarter-mile for them to use it. Urbanized respondents were more likely to require a quarter-mile (or shorter distance) than others ($p \leq .001$), as were older respondents (55 and older) ($p \leq .01$) and "need a lift" respondents ($p \leq .01$).

Figure 6: Q7 -- How Close Would A Bus Route Have To Be For You To Use It?

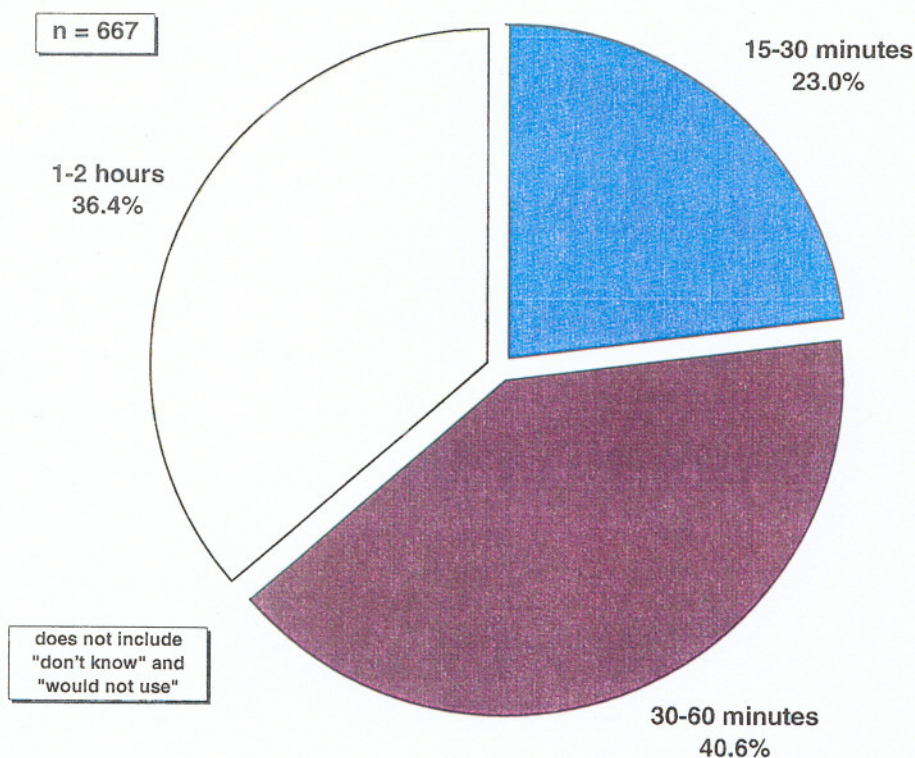


URBANIZED RESPONDENTS SPLIT ON HOW OFTEN BUSES SHOULD RUN

Respondents living in the "Urbanized" counties were asked Question 8 – How frequently should fixed route bus service be provided? "Every 30-60 minutes" was the most mentioned, but there was no clear consensus.

Younger respondents (18-54) were more likely than older ones to request more frequent service (every 15-30 minutes) ($p \leq .001$), and respondents in Region 3 were also more likely to prefer the 15-30 minute frequency ($p \leq .001$).

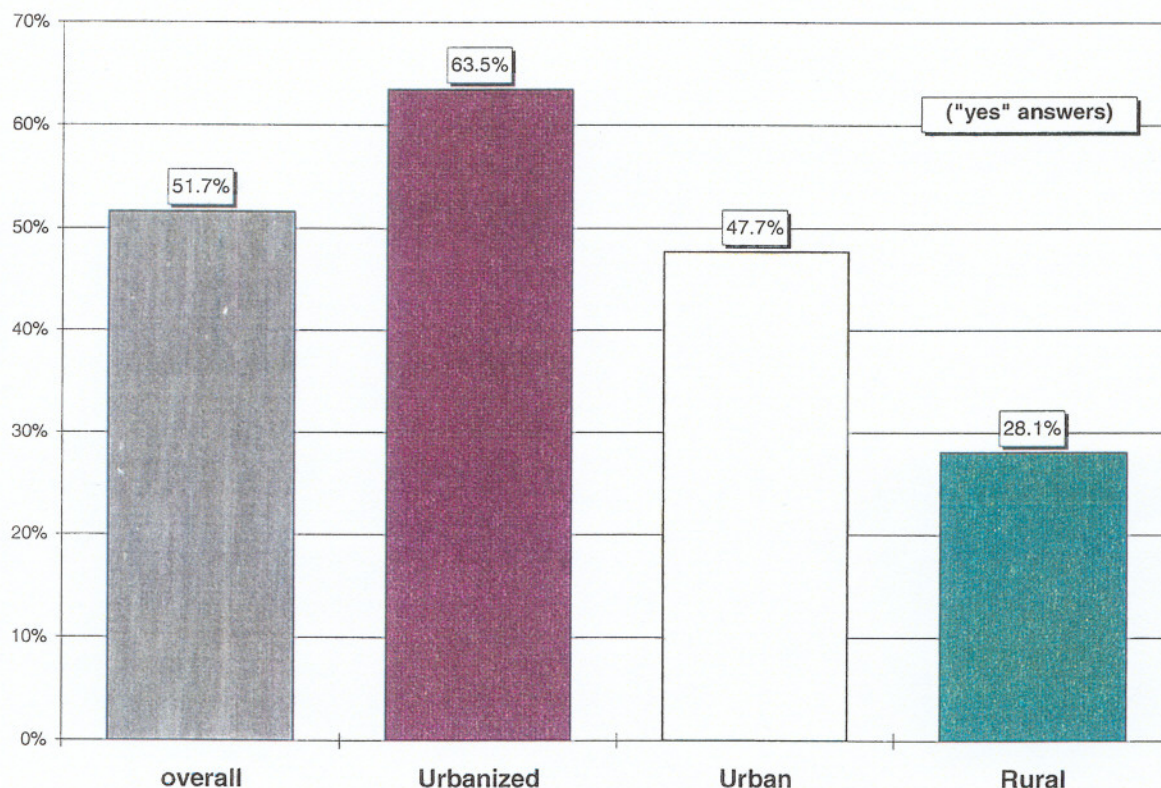
Figure 7: Q8 -- How Frequently Should Fixed Route Bus Service Be Provided?



KNOWLEDGE OF WHERE TO GET INFO PARALLELS AWARENESS

All respondents were asked if they knew how to get information about public transportation services. Slightly more than half knew, with Urbanized respondents more likely to say they knew than Urban respondents ($p \leq .001$), and Urban respondents more likely than Rural respondents ($p \leq .001$). Positive responses to knowing how to get information parallels levels for awareness of existing public transportation services.

Figure 8: Q18 -- Do You Know How To Get Information About Public Transportation Services?

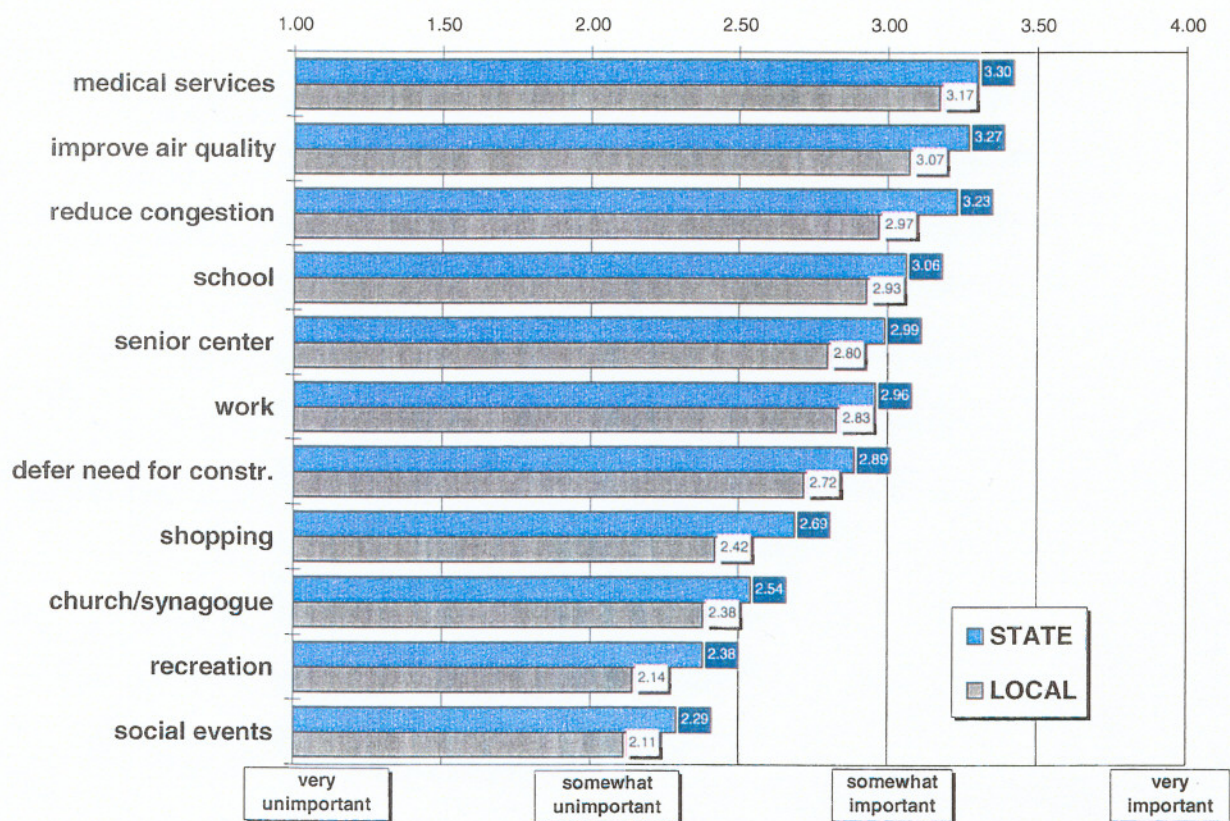


STATE FUNDING IS MORE IMPORTANT THAN LOCAL TAXES

Questions 19a-k and Questions 20a-k dealt with state funding and local taxes for public transportation for a variety of purposes. These series of questions (11 in each series) consisted of the eight reasons for using public transportation previously asked in Question 3, and three additional environmental reasons (improving air quality, reducing traffic congestion, and deferring the need to build roads and bridges). The questions were rotated to eliminate order bias.

Figure 9 shows the mean for the responses to these questions. The responses were on a 1-4 scale, where 1 = very unimportant and 4 = very important.

Figure 9: Q19a-k And Q20a-k -- How Important Is Funding Support For...



The ranking of purposes was practically the same for both State Funding and local taxes; Travel to Medical Services was most important, and Travel to Social Events was least important (travel to a senior center and travel to work were reversed). However, for **every purpose listed**, State Funding was significantly more important than local taxes ($p \leq .001$).

INTENT OF FUNDING RELATED TO INTENT TO USE PUBLIC TRANSPORTATION AND TO PARTICULAR USAGE PURPOSES

Statistical tests showed that respondents' inclination to use public transportation services (if they were available) was related to their level of importance for funding of public transportation. This applied to both State Funding and local taxes ($p \leq .001$ for all). In other words, the more likely they were to use public transportation, the more likely they were to say that state funding, or local taxes, or both, is important. Conversely, those who said they would NOT use public transportation were less likely to say funding was important for all purposes.

Respondents who mentioned one of the eight specific purposes for using public transportation (in Question 3) were more likely than those who did not mention any purpose to say it was important to fund public transportation for that specific purpose, and for all other purposes ($p \leq .001$ for all).

However, notice that in Figure 9, three of the last four purposes (in order of funding importance) – Social Events, Recreation, and Shopping – were 3 of the top 4 mentioned purposes for intent of using public transportation (Question 3) **and** were the 3 most mentioned current uses of public transportation (Question 24). In other words, the least important purposes for state funding and local taxes are, in fact, the most important purposes for actual use of public transportation. This would suggest that while public transportation is viewed as important for providing service for these purposes, state and local funding for these specific purposes is not.

URBANIZED RESPONDENTS ATTACHED MORE IMPORTANCE TO FUNDING THAN OTHERS

Respondents from the Urbanized counties were more likely than respondents in Urban and Rural areas to say funding from both state and local levels were important. All purposes except travel to "shopping," "recreation," and "social events" funded by State Funding were considered more important by Urbanized respondents than others ($p \leq .05$ or less). All 11 purposes funded by local taxes were more important to Urbanized respondents than other ($p \leq .05$ or less).

Respondents who had no automobile available or did not have anyone in their household with a valid driver's license rated funding for all purposes except "travel to a senior center" as more important than respondents with a car ($p \leq .01$ or less).

Younger respondents (18-54) were more likely than older ones to say state funding was important for several purposes, as were "low income" respondents and those who would need a lift-equipped vehicle. The table below indicates those purposes where statistically significant differences exist.

Table 2: Chart Of Demographics That Attach More Importance To State/Local Funding For Specific Purposes For Public Transportation

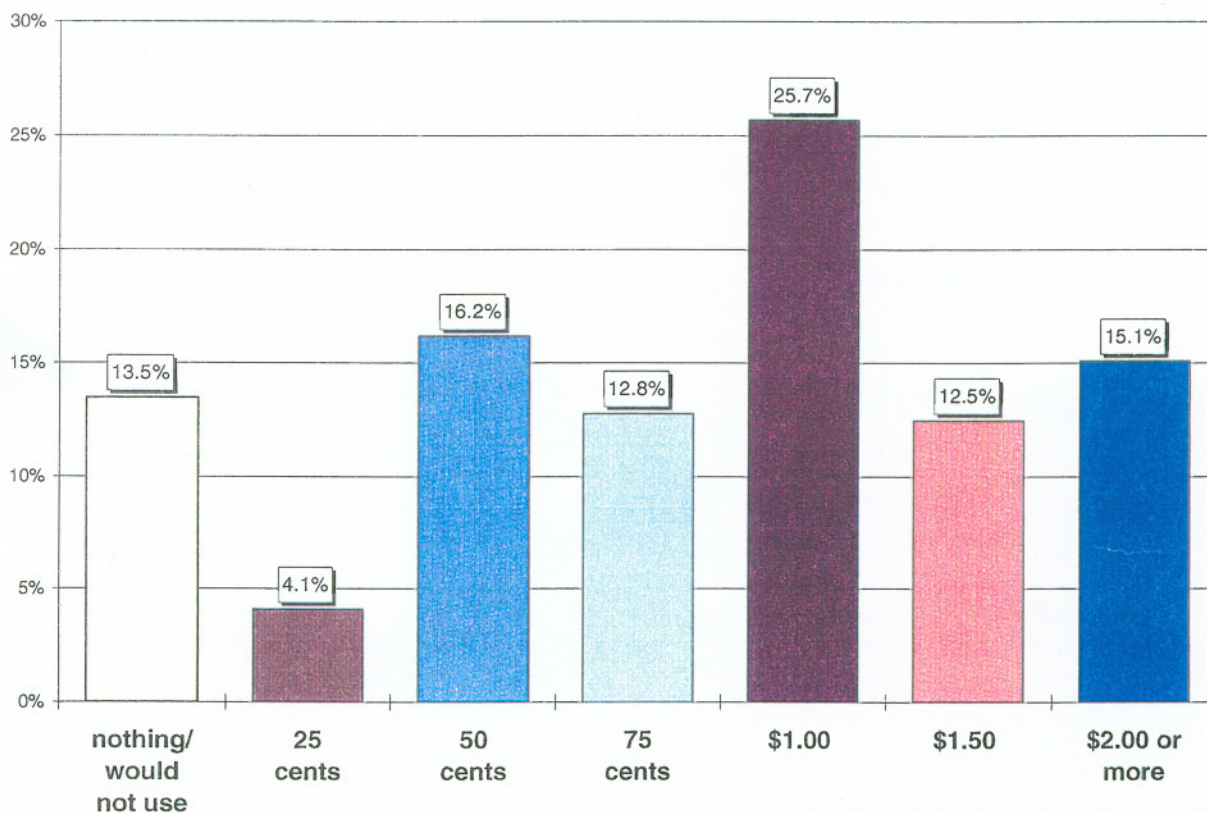
Purpose	Younger (18-54) / Older (55+)		Low Income / Not low income		Need lift-equipped vehicle / Don't need	
	State funding	Local taxes	State funding	Local taxes	State funding	Local taxes
medical services		<i>YOUNG</i>	LOW INC	LOW INC	LIFT	LIFT
improve air quality	YOUNG	YOUNG		LOW INC		LIFT
reduce congestion		YOUNG	LOW INC			
school	YOUNG	YOUNG				
senior center		<i>YOUNG</i>			LIFT	LIFT
work	YOUNG	YOUNG			LIFT	
defer construction					LIFT	
shopping	OLDER		LOW INC	LOW INC		LIFT
church / synagogue			LOW INC	LOW INC		LIFT
recreation			LOW INC		LIFT	
social events			LOW INC		LIFT	LIFT

- OLDER = respondents 55+ more likely than younger ones to rate funding for this purpose as important ($p \leq .001$).
- YOUNG = respondents 18-54 more likely than older ones to rate funding for this purpose as important ($p \leq .01$ or less).
- LOW INC = respondents in "low income" category more likely than others to rate funding for this purpose as important ($p \leq .05$ or less).
- LIFT = respondents who indicated they would require a lift-equipped vehicle more likely than those who do not need a lift-equipped vehicle to rate funding for this purpose as important ($p \leq .05$ or less).
- **BOLD** indicates this demographic group is also more likely than the complementary group to indicate they would use public transportation for this purpose.
- *ITALICS* indicates this demographic group is LESS likely than the complementary group to indicate they would use public transportation for this purpose.

ONE DOLLAR PER RIDE IS THE MOST MENTIONED OPTION

When asked how much they would be willing to pay for their own use of public transportation, respondents' answers varied. Answers were presented as a sliding scale from "25 cents" up to "\$3.00." The most mentioned answer was "\$1.00." Nine percent of respondents said they would not use public transportation at any price, and 5% said they would ride only if there were no charge. Fifteen percent said they would be willing to pay \$2.00 or more for a public transportation-provided ride.

Figure 10: Q21 -- How Much Would You Be Willing To Pay For A One-Way Public Transportation-Provided Trip?



URBANIZED RESPONDENTS WOULD PAY LESS FOR A RIDE

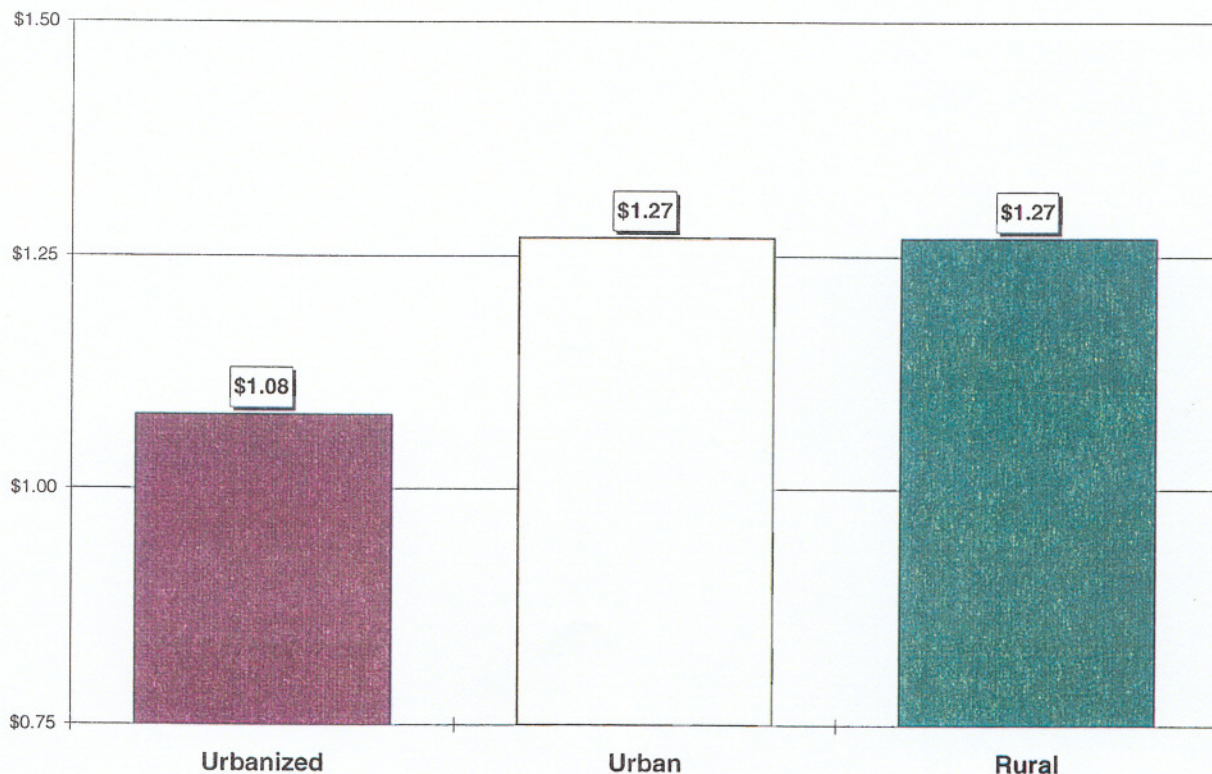
The results of this question were re-examined, removing

- "don't know" answers,
- answers where the respondent said they would not use public transportation at any price, and
- answers where the respondent said they would ride only if there was no charge.

A mean was then calculated of the mentioned pay rates. The average for all respondents was \$1.16, and when responses of those who would only pay nothing results were averaged in, it was \$1.10.

The mean from respondents in Urbanized counties was significantly lower than respondents in Urban and Rural counties ($p \leq .001$). Figure 11 shows the results.

Figure 11: Mean Average Of "How Much You Would Pay..."



Younger (18-54) vs. older respondents (55+) said they would pay more ($p \leq .001$), as did respondents who said they would require a lift-equipped vehicle vs. those who did not require a lift-equipped vehicle ($p \leq .05$).

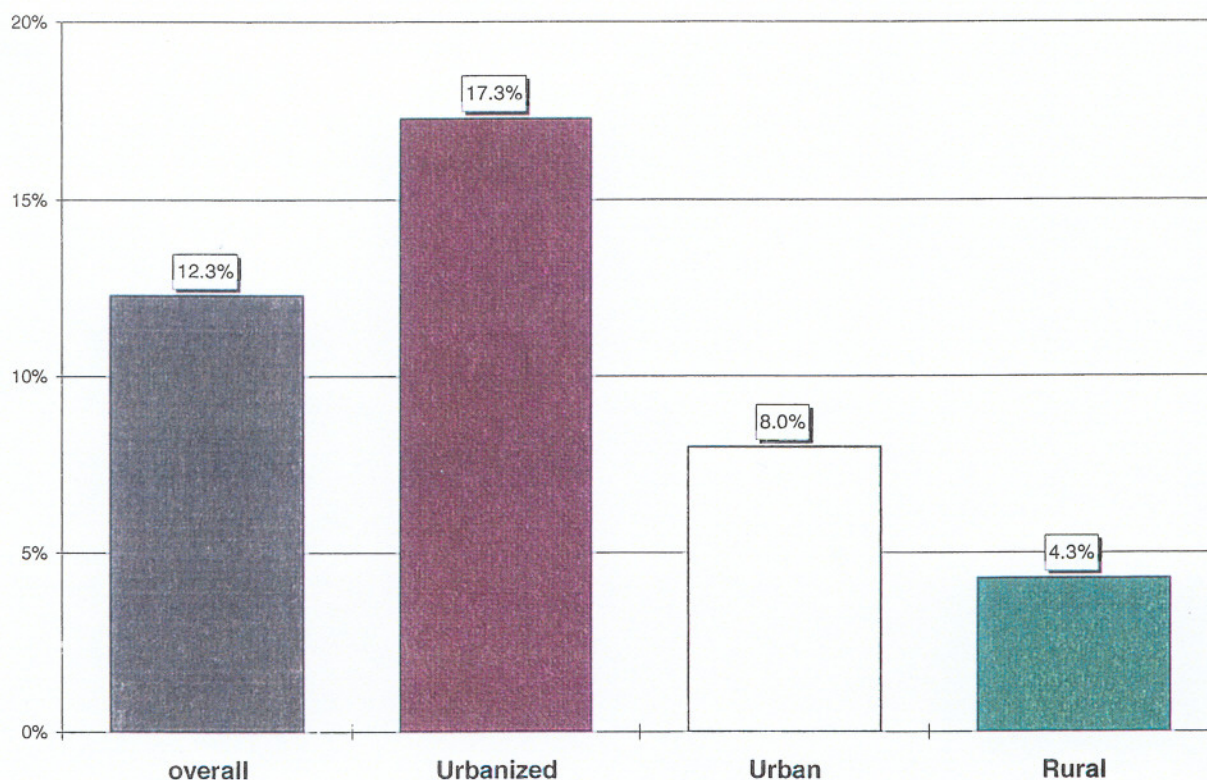
Respondents who did not mention any of the purposes for public transportation in Question 3 ($p \leq .001$) said they would pay **less** than other respondents, as did those respondents in Question 6 who said a bus route would have to be within a quarter-mile for them to use it ($p \leq .001$).

Contrary to intuition, the amount respondents were willing to pay was related neither to their income nor to other socio-economic factors.

PUBLIC TRANSPORTATION USAGE LEVELS WERE HIGHEST AMONG URBANIZED RESPONDENTS

Question 22 asked respondents if they had used any form of public transportation in Idaho within the last year. Just 12% said they had, with higher usage reported by Urbanized respondents, and lower usage by Rural respondents ($p \leq .001$).

Figure 12: Q22 -- Have You Used Any Type Of Public Transportation Service In Idaho Within The Last Year?

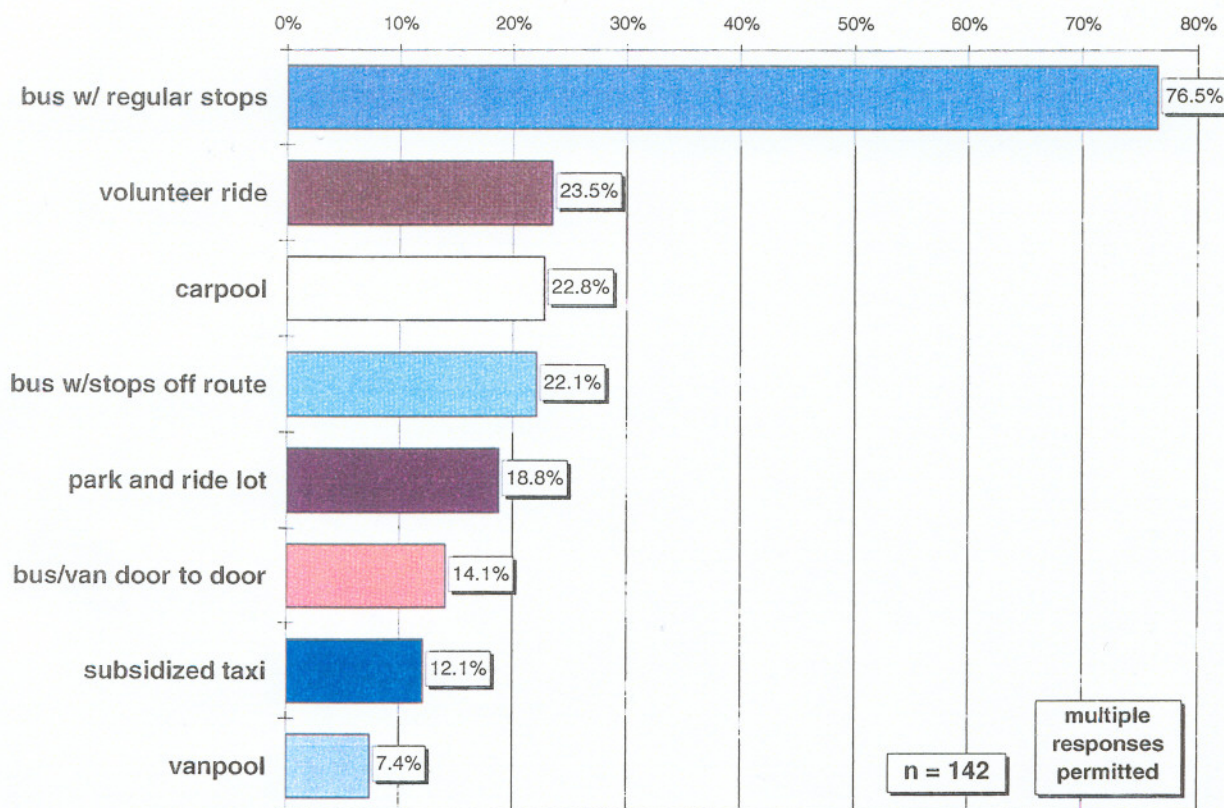


Those with no car or no license were more likely than those with a car and a license to report using some form of public transportation ($p \leq .001$).

BUS USAGE WAS THE MOST OFTEN MENTIONED TYPE OF PUBLIC TRANSPORTATION

Respondents who indicated they had used some form of public transportation services in the last year (Question 22) were asked five follow up questions regarding that service (n = 142). The first question – what type of public transportation service was used – is displayed graphically in Figure 13.

Figure 13: Q22b -- What Types Of Public Transportation Services Have You Used?



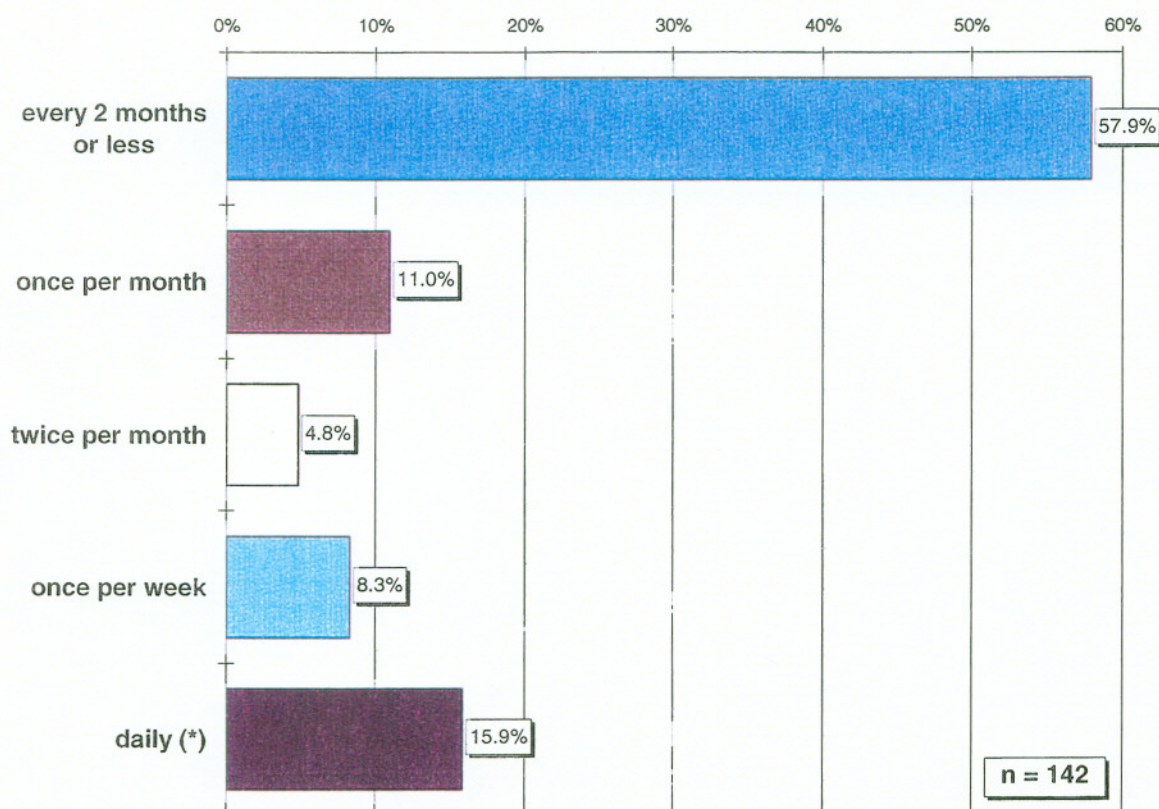
A bus with regular stops was mentioned by more than three-quarters of respondents. The majority of these mentions were from respondents in Region 3 – the South Western region.

USAGE LEVELS WERE LOW, UNLESS THERE IS NO ALTERNATIVE

More than half of those respondents who indicated they had used some form of public transportation services in the last year said they used them, on average, every two months or less. Only 16% of those who have used public transportation in the last year said they were daily users ("daily" includes Weekdays Only, Daily except Sundays and Holidays, and Daily except Holidays).

The only respondents who mentioned a higher rate of use than others were those with no car or no license ($p \leq .01$) and low income respondents ($p \leq .05$).

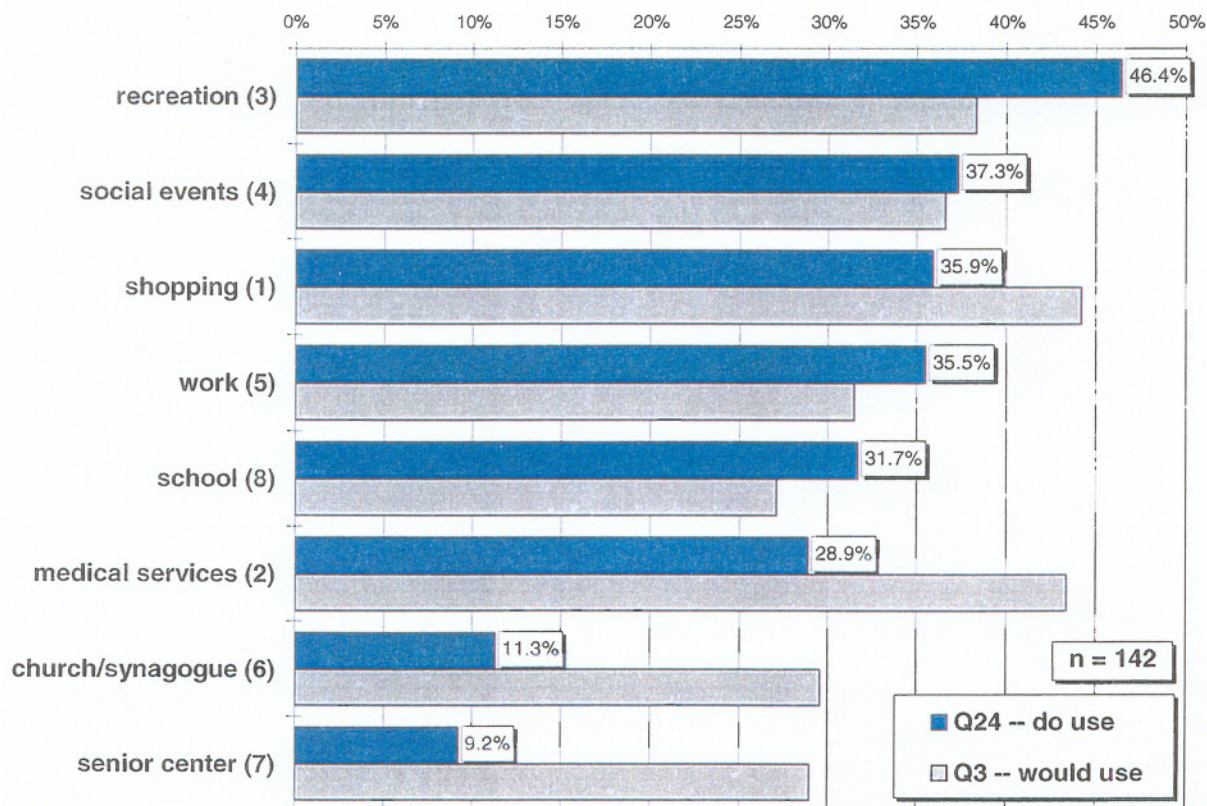
Figure 14: Q23 --- How Often Do You Currently Use Public Transportation Services?



MATCHING ACTUAL USE PURPOSES WITH INTENDED USAGE

Respondents who said they had used some form of public transportation services in the last year were queried on the purpose of their use. This question (Question 24) was similar to Question 3 where all respondents were given eight specific purposes and an "Other" option. Figure 15 shows the responses to this question, matched with all respondents' answers to Question 3 (which measured their intended purposes for using public transportation). In the figure, the ranking for each purpose from Question 3 is in parenthesis.

Figure 15: Q24 -- For What Purposes Do You Use Public Transportation Services?



Almost half of those who said they had used public transportation within the last year mentioned "travel to recreation" as one reason. Travel to "social events," "shopping," and "work" were mentioned by slightly more than one-third of those respondents.

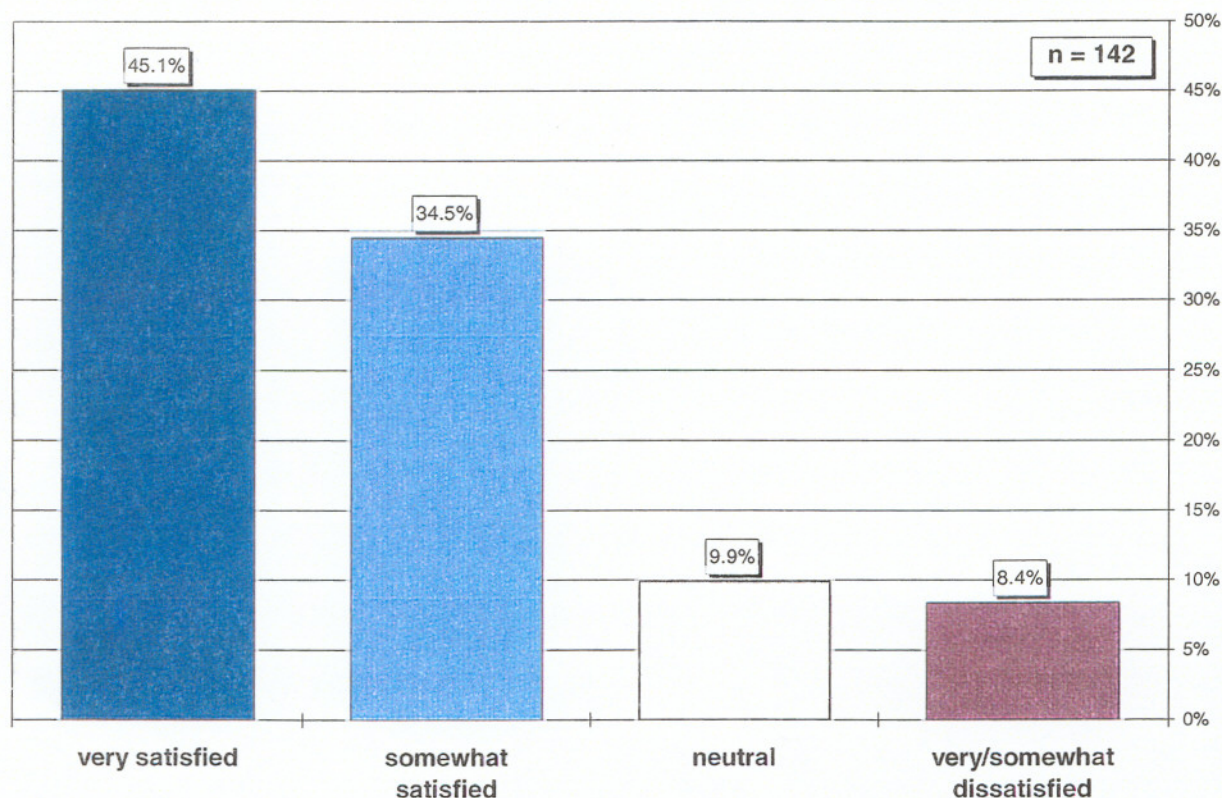
Intended travel to "church or synagogue" and "a senior center" were both mentioned by almost 30% of all respondents, but less than 10% of those who **actually** used public transportation in the last year.

USERS SATISFIED WITH PUBLIC TRANSPORTATION SERVICE

When asked about their satisfaction with current public transportation services, the majority of respondents who had used public transportation in the last year said they were satisfied. More than 45% said "very satisfied" and another 35% said "somewhat satisfied." Only 8% expressed any dissatisfaction with public transportation services.

Low income respondents had a lower rating than others for their satisfaction with public transportation ($p \leq .05$), nonetheless, they were still well within the "satisfied" range.

Figure 16: Q25 -- How Satisfied Have You Been Using Public Transportation?



Question 25b asked respondents using public transportation within the last year if they had ever requested demand response service. Just 14% had, and of those, 20% said they had been denied service due to capacity constraints (Question 25c).

All respondents were asked Question 26, and just 3% said that they had an experience within the last year where a public transportation vehicle they were waiting for did not show up.

DEMOGRAPHIC PROFILES OF RESPONDENTS – MOST HAVE AN AUTO AND A LICENSE TO DRIVE

While many of the demographic questions asked at the end of the survey were to ensure that a representative sample was obtained and to aid in providing demographic profiles of the respondents, there are a few details worth noting in the body of this report. Specific results for these questions are summarized below.

- Question 27 – Just under 3% of respondents indicated they had no automobiles in working condition available to them. Having at least three cars in working condition was reported in more than 37% of all respondents' households.
- Question 27b – Ninety-five percent of respondents who had automobiles in working condition said at least one was available at any time it was needed.
- Question 29 – Less than 2% of respondents said that no one in their household held a valid driver's license.
- Question 32 – Slightly more than 5% of respondents said they would require some form of assistance to help with a disability. By contrast, almost 17% indicated in Question 6 that they would require public transportation provided with a lift-equipped vehicle.

CONCLUSIONS

The results of this study are to be used in conjunction with the "Accessibility Framework" as designed by the project team. The framework establishes criteria for Urbanized, Urban, and Rural areas for three levels of service – minimum, enhanced, and preferred. The framework measures characteristics of the service such as:

- ☐ Choice
- ☐ Availability
- ☐ Frequency
- ☐ Capacity
- ☐ Physical Access
- ☐ Reliability

Since the framework is a "work in progress" that incorporates a variety of input and impetus from several sources, this study is just one element in a more complex design of an effective public transportation plan. However, there are still important conclusions to be drawn.

There are several differences among respondents from the three "county types" – Urbanized, Urban, and Rural. Urbanized respondents are more likely to be aware of and use public transportation, and they want public transportation to run more often and

in closer proximity. Urbanized respondents also comprise more than half of the total number of respondents (as more than half of the state's population lives in an "Urbanized" county), therefore, any public transportation plan must consider their needs and desires.

A major finding relates to the "affordability" of public transportation. The results of this study show that income does not affect how much one would be "willing to pay" for public transportation. Rather, it is the intent to use public transportation that is the driving force. Those who said they would not use public transportation for any purpose (as listed in Question 3) were more likely to pay less than those who gave one of more reasons for using public transportation.

Closely related is the "need" issue, in terms of how much one would be willing to pay. Those who had no alternative (no car and/or no driver's license) were willing to pay more. Also, respondents in Urban and Rural areas (who conceivably would travel farther) and those who said that bus route bus stops more than a quarter-mile from their homes were acceptable (Question 6) were also likely to pay more for public transportation.

Importance levels for State funding and local taxes did not match intended purposes. Respondents were more likely to mention travel for recreation and social events as an intended purpose for their use of public transportation, but attached greater importance for State funding and local taxes to other purposes such as travel for medical services, improving air quality, and reducing traffic congestion. In addition, we discovered that respondents' **intended** reasons for using public transportation did not always match up with reasons given for **current use** of public transportation.

There is still a large block of respondents who have no intention of using public transportation. Almost a third of all respondents failed to mention any purpose for which they would use public transportation. This group was also more likely to attach less importance for both types of funding and said they would pay little (if anything) to use public transportation.

Above all, remember that the "personal importance" factor is the driving factor in support of public transportation. If respondents need public transportation services, they are more likely to support State Funding and Local Taxes, and to pay more personally to use the service. Those with "no alternative" to public transportation were even more supportive (and used it more often). However, other "personal importance" factors such as "improve air quality" and "reduce congestion" received strong support from respondents. One strategy to consider is promoting benefits of public transportation that touch on the lives of all Idahoans, not just the "users." As the public begins to understand the multitude of positive impacts public transportation can have on society, there may be stronger support for it.

APPENDICES

A) TELEPHONE SURVEY

State of Idaho Public Transportation Needs and Benefits Study Public Telephone Survey Questionnaire – Final Version (revised 6/17)

INTRO

Hello, my name is _____ and I am calling from Clearwater Research, a market research company. We're not selling anything, but conducting a state-wide study about public transportation in Idaho with adults 18 years of age or older. I'd like to speak with the person in your household who is 18 or older and who celebrated a birthday most recently.

Would that be you?

IF NO – (PROBE TO FIND CORRECT PERSON OR RESCHEDULE)

IF YES -- CONTINUE

Q1

Q1

We are conducting this survey with others like yourself across the state, asking about public transportation services in your community, your own public transportation needs, and public transportation funding. Your telephone number has been selected at random, and your answers are completely confidential. First I would like to ask...

Are you a resident of the state of Idaho?

1 YES

2 NO (terminates)

Q2a

Q2a

Are you aware of any public transportation services in your community?

1 NO

2 YES

3 DON'T KNOW

Q2b

Q2b

Should public transportation services be available in your community?

1 NO

2 YES

3 DON'T KNOW

Q3

Q3

If public transportation services were available, what would you use them for? Please answer YES or NO as I read these...

Travel to Work?

Travel to School?

Travel to Medical Services?

Travel to Shopping?

Travel to Recreational activities?

Travel to a Senior Center?

Travel to Church or synagogue?

Travel to Social events?

Or some other purpose (SPECIFY):

CHOOSE NONE OF THE ABOVE (skips to Q8 for urban, Q9 for others)

NO OTHERS

Q4 (if YES answer in Q3)

How often would public transportation services have to operate in order to meet your needs?
Choose the BEST answer from the following:

- 1 Once every two months
 - 2 Once every month
 - 3 Once every two weeks
 - 4 Once per week
 - 5 Weekdays only
 - 6 Daily except Sundays and holidays
 - 7 Daily except holidays
 - 8 DON'T KNOW / NO ANSWER
-

Q5 (if YES answer in Q3)

Q5

What hours of service would public transportation have to operate in order to meet your needs? Choose the BEST answer from the following:

- 1 7am to 7pm,
 - 2 6am to 9pm,
 - 3 7pm to 7am, or
 - 4 Some other schedule? (SPECIFY):
-

Q6 (IF ANY YES IN Q3)

Q6

Would you require public transportation service that is provided with a lift-equipped vehicle?

- 1 NO
 - 2 YES
-

Q7 (IF YES answer in Q3)

Q7

How close would a bus route need to be for you to use it?
(PROBE – your best guess is fine)

- 1 Within a quarter mile
 - 2 Within a half mile
 - 3 Within a three-quarters of a mile
 - 4 Within a mile
 - 5 Within a mile and a half
 - 6 More than a mile and a half
 - 7 WOULD NOT TAKE A BUS
 - 8 DON'T KNOW / NO ANSWER
-

Q8 (for those counties in URBAN category, otherwise go to Q9)

Q8

How frequently should fixed route bus service be provided?

- 1 Every 15 to 30 minutes
 - 2 Every 30 to 60 minutes
 - 3 Every hour to 2 hours
 - 4 DON'T KNOW / NO ANSWER
-

Q18

Q18

Do you know how to get information about public transportation services?

- 1 NO
 - 2 YES
-

Q19a - Q19k

SET UP: The next set of questions deal with the importance of State of Idaho funding for public transportation services for a variety of purposes.

For each question the answer categories are

VERY UNIMPORTANT, SOMEWHAT UNIMPORTANT,
SOMEWHAT IMPORTANT, and VERY IMPORTANT.

If you don't know or are not sure just say so.

How important is funding support from the State of Idaho for public transportation services for...

(THESE QUESTIONS WILL ROTATE)

- Q19a - Travel to Work
- Q19b - Travel to School
- Q19c - Travel to Medical Services
- Q19d - Travel to Shopping
- Q19e - Travel to Recreational activities
- Q19f - Travel to a Senior Center
- Q19g - Travel to Church or synagogue
- Q19h - Travel to Social events
- Q19i - Improving air quality
- Q19j - Reducing traffic congestion
- Q19k - Deferring the need for road or bridge construction
 - 1 VERY UNIMPORTANT
 - 2 SOMEWHAT UNIMPORTANT
 - 3 SOMEWHAT IMPORTANT
 - 4 VERY IMPORTANT
 - 5 DON'T KNOW / NOT SURE

Q20a - Q20k

SETUP: The next set of questions deal with the importance of local taxes for public transportation services for a variety of purposes.

Again, for each question the answer categories are

VERY UNIMPORTANT, SOMEWHAT UNIMPORTANT,
SOMEWHAT IMPORTANT, and VERY IMPORTANT.

If you don't know or are not sure just say so.

How important is utilization of local taxes for public transportation services for...

(THESE QUESTIONS WILL ROTATE)

- Q20a - Travel to Work
- Q20b - Travel to School
- Q20c - Travel to Medical Services
- Q20d - Travel to Shopping
- Q20e - Travel to Recreational activities
- Q20f - Travel to a Senior Center
- Q20g - Travel to Church or synagogue
- Q20h - Travel to Social events
- Q20i - Improving air quality
- Q20j - Reducing traffic congestion
- Q20k - Deferring the need for road or bridge construction
 - 1 VERY UNIMPORTANT
 - 2 SOMEWHAT UNIMPORTANT
 - 3 SOMEWHAT IMPORTANT
 - 4 VERY IMPORTANT
 - 5 DON'T KNOW / NOT SURE

Q21

Q21

How much would you be willing to pay for a one-way public transportation-provided trip? Please answer YES or NO as I read these... (SELECT THE **ONE** ANSWER WHERE THEY FIRST SAID **NO**)

Would you pay...

- 1 nothing (fare-free-service)
 - 2 25 cents
 - 3 50 cents
 - 4 75 cents
 - 5 A dollar
 - 6 A dollar-50
 - 7 Two dollars
 - 8 Two-50
 - 9 Three dollars
 - 10 ALL WERE ACCEPTABLE
-

Q22

Q22

Have you used any type of public transportation service in Idaho within the last year?

- 1 NO
 - 2 YES
-

Q22b IF Q22 = YES, else skip to Q26

Q22b

What types of public transportation services have you used? Please answer YES or NO as I read these...

- A Bus with regular stops
 - A Bus with stops off its regular route
 - A Bus or van that drives you door to door
 - A Vanpool
 - A Carpool
 - A subsidized Taxi
 - A volunteer ride
 - A Park-and-Ride lot
 - USES NONE OF THE ABOVE (skips to Q26)
-

Q23 IF NOT "NONE OF THE ABOVE" in Q22b

Q23

How often do you **currently** use public transportation services?
Please choose the answer that BEST describes your usage...

- 1 About once every two months or less,
 - 2 About once every month,
 - 3 About once every two weeks,
 - 4 Once per week,
 - 5 Weekdays (no Saturday / Sunday),
 - 6 Daily except Sundays and holidays, or
 - 7 Daily?
 - 8 NEVER / HAVE NOT USED IN LAST YEAR
 - 9 DON'T KNOW / NO ANSWER
-

Q24 IF NOT "NONE OF THE ABOVE" in Q22b or "NEVER" in Q23

Q24

For what purposes do you use public transportation services?
Please answer YES or NO as I read these...

Travel to Work?
Travel to School?
Travel to Medical Services?
Travel to Shopping?
Travel to Recreational activities?
Travel to a Senior Center?
Travel to Church or synagogue?
Travel to Social events?
Or some other purpose (SPECIFY):
CHOOSE NONE OF THE ABOVE

Q25 IF NOT "NONE" in Q22b

Q25

How satisfied have you been using public transportation?
Would you say you were satisfied or dissatisfied, or neither.....

- | | |
|---|-----------------------------|
| IF SATISFIED: would you say you were: | 1 very satisfied, or |
| | 2 somewhat satisfied? |
| 3 neither satisfied or dissatisfied, | |
| IF DISSATISFIED: would you say you were | 4 somewhat dissatisfied, or |
| | 5 very dissatisfied? |
| 6 DON'T KNOW / NO ANSWER | |
-

Q25b

Q25b

In the last year have you requested demand response service?

IF NEEDED: (A Bus, van, or automobile that you access by requesting a publicly supported ride by telephone 24 hours in advance)

1 NO (skips to Q26)

2 YES

Q25c ONLY if Q25b = 2

Q25c

In the last year have you ever been denied a request for demand response service due to capacity constraints?

1 NO

2 YES

Q26 (everyone again)

Q26

In the last year have you ever had an experience where a public transportation vehicle you were waiting for did not show up?

1 NO

2 YES

Q27

Q27

The last few questions are asked for classification purposes only.

How many automobiles in working condition are available to members of your household to use?

1 ONE

2 TWO

3 THREE

4 FOUR

5 FIVE

6 SIX OR MORE

7 NONE (SKIPS TO Q28)

8 DON'T KNOW / NO ANSWER / REFUSED (SKIPS TO Q28)

Q27b IF Q27 NOT NONE or DON'T KNOW

Q27b

If Q27b=1 Is this automobile available at any time that you need it?

If Q27b>1 Is at least one of these automobiles available at any time that you need it?

- 1 NO
 - 2 YES
 - 3 DON'T KNOW / NO ANSWER
-

Q28

Q28

How many people live in your household?

- 1 ONE
 - 2 TWO
 - 3 THREE
 - 4 FOUR
 - 5 FIVE
 - 6 SIX OR MORE
 - 7 DON'T KNOW / NO ANSWER / REFUSED
-

Q29

Q29

How many people in your household hold a valid driver's license?

- 1 ONE
 - 2 TWO
 - 3 THREE
 - 4 FOUR
 - 5 FIVE
 - 6 SIX OR MORE
 - 7 NONE / NO ONE HOLDS A VALID LICENSE
 - 8 DON'T KNOW / NO ANSWER / REFUSED
-

Q30

Q30

What county do you live in?

- 1 ADA
 - 2 ADAMS
 - 3 BANNOCK
- etc. the list will show all 44 counties
-

Q31

Q31

What city or town do you live in?

ENTER:

Q32

Q32

Do you require any form of assistance to help with a disability?

- 1 NO
 - 2 YES
 - 3 REFUSED / NO ANSWER
-

Q33

Q33

May I please ask your age?

ENTER NUMBER:

88 = 88 OR OLDER
99 = DON'T KNOW / NO ANSWER

Q34

Q34

It may sound silly, but I have to ask and not guess. Are you a woman or a man?

- 1 MALE
 - 2 FEMALE
 - 3 REFUSED / NO ANSWER
-

Q35

Q35

The last question concerns income. Please stop me when I read the number that comes closest to your household's total annual income...

- 1 \$10,000
 - 2 \$15,000
 - 3 \$20,000
 - 4 \$25,000
 - 5 \$30,000
 - 6 \$40,000
 - 7 \$50,000
 - 8 \$60,000
 - 9 \$70,000 or more
 - 10 DON'T KNOW / NO ANSWER / REFUSED
-

B) OPEN - ENDED and "OTHER" RESPONSES

Q2b: Should public transportation services be available in your community?

183006 NOTE: For local community use, no, but for inter-city/town use (from Kamiah and the area, to Lewiston and Grangeville for example), yes.

Q3: If public transportation services were available, what would you use them for?

169703 Emergencies if didn't have car around
169144 Traveling
169709 Emergency use--car broke down
169068 To go to Pullman
170223 If I did not have a car
170267 Visiting friends.
170248 Anything other than what has been mentioned.
170249 Getting to a friends house.
170220 For school purposes.
170270 Any kind.
170122 Visit friends.
170140 Transportation services should be used for younger kids or teenagers if they don't have a driver license or for their needs
171002 Need transportation for out of town especially for the elderly.
171080 Get around town.
171103 Traveling to libraries and places where you pay for bills and such.
171035 Going and seeing her husband in the nursing home.
171109 Public transportation is not available in her community and she thinks it would be GREAT for the elderly, and for disabled people who would like to get out in the community.
172063 For the handicapped to go to any of the above places you just mentioned
172144 Would use to travel to points of interest
173091 Out of state trips
174062 Visiting people, friends, co-workers in town.
174064 Anything that might arise to whereas you need transportation, for instance to a friends home, or for elderly adults who need a ride.
174065 In case her car was broken down she would use it, also if her kids needed a ride someplace, and she works for a doctors office so the elderly would maybe need the rides.
174069 He may use it to go to Boise occasionally
175106 Children getting around while at work
175042 Whenever she needed it
175113 Grandchildren use the services
176063 Get around in the community
176048 To go to town
176049 we use public transportation to get our daughter from school to the baby-sitter.
176067 To get around better
176032 Use for whatever need came up
177007 See family.
178020 Travel to auto repair
179122 Emergency
179145 Visit relatives
179147 Get to nearest airline, and visiting relatives.
179153 Go to friends house
182040 Going throughout the whole city, or go wherever she needed to go.
183027 If I had to go somewhere and there was no other way
189003 Going from town to town.
190120 To go downtown
191285 Don't know
191289 Visiting friends
192081 Other errands
192082 When she can not drive

Q5: What hours of service would public transportation have to operate in order to meet your needs?

169100 11am to 1pm
169108 Doesn't know
170012 4 a.m. to 9 p.m.
170111 5;15am-2;30pm
172047 6am to 11 pm
172031 Group schedule basis
173042 6am to 11pm
173080 all day up to midnight
173085 5 am to 2:30pm
173089 Don't know
174105 4 am - midnight
174147 7am to 10 pm
176003 Don't use it now but would if lived in town
176024 5 am to 7 pm
176187 7am-3am
176088 Depends on where your going
176089 9 am to evening only on weekends
177021 No schedule
177111 Would make no difference
179081 Don't need it
179065 4:30am to 7:00pm
179192 6 a.m. to 11 p.m.
180007 9 am to 12 am
180041 Don't know
180122 5pm to 12 am
180143 5 pm to 12 midnight
180144 9 am to 12 pm
183026 Just afternoons
182023 7am-11pm.
189024 6am to midnight
190023 We don't regularly go into town, just as needed, so a set schedule wouldn't really be applicable.
190086 5am-5pm
190090 7am-11pm
191024 6pm to 11pm
191044 6am-1159pm
191142 6pm to midnight
191183 7-7 weekdays but longer on weekends
191244 6 am to 11 pm
191028 5:30am to 6pm
191281 6am-3am
184104 Never
191185 5am-9pm
191224 7am to 10pm
191070 On demand.
191424 6am to 10pm
191187 Unsure
191264 6am to 12pm
191426 6am to 2am
191053 7am-10:30pm
191252 6 am to 1 am
191072 6am to Midnight.
191147 5:30 am to 11:30 pm
192500 7am 10pm
192042 5am to 10pm

Q8: How frequently should fixed route bus service be provided?

190028 NOTE: It would depend on peak usage hours.

Q21: How much would you be willing to pay for a one-way public transportation-provided trip? Please answer YES or NO as I read these...

- 183001 NOTE: It depends on the distance of the trip.
182023 NOTE: Any more than \$1.50 would depend on the distance of the trip.
190021 NOTE: Depends on the distance of the trip.
191061 NOTE: It should not be fare-free.
191067 NOTE: For me personally, if I want to ride it, I'll pay whatever it costs, but its more important for people who really need it to not have to pay so much, no more than a dollar, though they should pay something.

Q24: For what purposes do you use public transportation services?

- 170060 Travel to airport
175066 To socialize a guide dog puppy.
176049 We use public transportation to transport our daughter from school to the baby-sitter.
176068 Work Related (Meetings) etc.
178020 Travel to auto repair
191300 Just going down town.
191264 To get home
191232 Basketball games
192026 Bike transfer to riding area

NOTES at the end of Questionnaire

- 190062 NOTE: Most of the people in my community would be willing to give the elderly, children and the disabled or anyone that needed it a ride. The federal government should not have to be involved.

C) CALL OUTCOMES

All interviews were conducted by the Computer Aided Telephone Interviewing (CATI) system by Clearwater Research, Inc. in Boise, ID from June 17 – July 10, 1996

Phone numbers were RDD (random digit dialing) proportioned to be representative of the 44 counties in Idaho. Interviewing was conducted weekday evenings from 5:15 p.m. until 9:15 p.m., Saturdays 10:00 a.m. until 4:00 p.m., and Sundays 2:00 p.m. until 8:00 p.m. (MT).

As seen in the table below, a total of 9,184 dialings were made on a sample of 13,200 different phone numbers to complete 1,207 interviews. More than 50% of all contacts resulted in a completed interview; more than a third of all contacts refused to participate at the onset of the survey.

Table 3: Call Outcomes

Call Outcome	Number of Dialings	Percent of Sub-Category	PERCENT OF ALL DIALINGS
TOTAL DIALINGS	9,184		
CONTACT	2,313		
Not complete:			
Initial Refusal	835	36.1%	9.1%
Mid-Termination	130	5.6%	1.4%
Did Not Qualify: Age	41	1.8%	0.4%
Did Not Qualify: Non-Resident	63	2.7%	0.7%
Did Not Qualify: Not Available	30	1.3%	0.3%
Did Not Qualify: Quota Cell Full	7	0.3%	0.1%
Completed interview	1,207	52.2%	13.1%
Number of calls resulting in a scheduled call back	872		
NO CONTACT	5,999		
No answer / busy	2,762	46.0%	30.1%
Answering Machine	1,206	20.1%	13.1%
Business / Fax number	599	10.0%	6.5%
Disconnected / Non working number	1,432	23.9%	15.6%

D) TABULATIONS

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q2a: Are you aware of any public transportation services in your community?

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N. Central	Region 3 S. Western	Region 4 S. Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1207 100.0%	671 100.0%	237 100.0%	299 100.0%	150 100.0%	107 100.0%	446 100.0%	171 100.0%	162 100.0%	171 100.0%
No	482 39.9%	150 22.4%	113 47.7%	219 73.2%	64 42.7%	54 50.5%	159 35.7%	84 49.1%	69 42.6%	52 30.4%
Yes	702 58.2%	510 76.0%	118 49.8%	74 24.7%	82 54.7%	49 45.8%	280 62.8%	86 50.3%	91 56.2%	114 66.7%
DON'T KNOW	23 1.9%	11 1.6%	6 2.5%	6 2.0%	4 2.7%	4 3.7%	7 1.6%	1 .6%	2 1.2%	5 2.9%

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q2b: Should public transportation services be available in your community?

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N. Central	Region 3 S. Western	Region 4 S. Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1207 100.0%	671 100.0%	237 100.0%	299 100.0%	150 100.0%	107 100.0%	446 100.0%	171 100.0%	162 100.0%	171 100.0%
No	289 23.9%	79 11.8%	63 26.6%	147 49.2%	37 24.7%	30 28.0%	86 19.3%	45 26.3%	51 31.5%	40 23.4%
Yes	856 70.9%	564 84.1%	159 67.1%	133 44.5%	106 70.7%	72 67.3%	337 75.6%	118 69.0%	106 65.4%	117 68.4%
DON'T KNOW	62 5.1%	28 4.2%	15 6.3%	19 6.4%	7 4.7%	5 4.7%	23 5.2%	8 4.7%	5 3.1%	14 8.2%

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q3: If public transportation services were available
what would you use them for?

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N. Central	Region 3 S. Western	Region 4 S. Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1205 100.0%	671 100.0%	236 100.0%	298 100.0%	150 100.0%	107 100.0%	445 100.0%	170 100.0%	162 100.0%	171 100.0%
Travel to shopping	533 44.2%	304 45.3%	95 40.3%	134 45.0%	65 43.3%	51 47.7%	203 45.6%	70 41.2%	75 46.3%	69 40.4%
Travel to medical services	523 43.4%	283 42.2%	102 43.2%	138 46.3%	69 46.0%	51 47.7%	186 41.8%	77 45.3%	67 41.4%	73 42.7%
Travel to recreational activ.	468 38.8%	263 39.2%	92 39.0%	113 37.9%	60 40.0%	45 42.1%	185 41.6%	62 36.5%	68 42.0%	48 28.1%
Travel to social events	441 36.6%	242 36.1%	88 37.3%	111 37.2%	64 42.7%	47 43.9%	154 34.6%	54 31.8%	70 43.2%	52 30.4%
Travel to work	380 31.5%	234 34.9%	67 28.4%	79 26.5%	42 28.0%	27 25.2%	167 37.5%	46 27.1%	53 32.7%	45 26.3%
NONE OF THE ABOVE	377 31.3%	199 29.7%	77 32.6%	101 33.9%	48 32.0%	34 31.8%	121 27.2%	59 34.7%	51 31.5%	64 37.4%
Travel to a church or synagogue	357 29.6%	202 30.1%	64 27.1%	91 30.5%	48 32.0%	33 30.8%	131 29.4%	52 30.6%	51 31.5%	42 24.6%
Travel to a senior center	350 29.0%	191 28.5%	61 25.8%	98 32.9%	44 29.3%	30 28.0%	121 27.2%	49 28.8%	50 30.9%	56 32.7%
Travel to school	327 27.1%	198 29.5%	58 24.6%	71 23.8%	37 24.7%	21 19.6%	117 26.3%	44 25.9%	65 40.1%	43 25.1%
Other	66 5.5%	42 6.3%	9 3.8%	15 5.0%	10 6.7%	8 7.5%	23 5.2%	9 5.3%	10 6.2%	6 3.5%

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q4: How often would public transportation services have to operate
in order to meet your needs?

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N. Central	Region 3 S. Western	Region 4 S. Central	Region 5 Southeast	Region 6 Northeast
TOTAL	830 100.0%	472 100.0%	160 100.0%	198 100.0%	102 100.0%	73 100.0%	325 100.0%	112 100.0%	111 100.0%	107 100.0%
Once every two months	55 6.6%	32 6.8%	12 7.5%	11 5.6%	11 10.8%	2 2.7%	20 6.2%	4 3.6%	10 9.0%	8 7.5%
Once every month	45 5.4%	19 4.0%	10 6.3%	16 8.1%	3 2.9%	5 6.8%	17 5.2%	7 6.3%	8 7.2%	5 4.7%
Once every two weeks	53 6.4%	30 6.4%	6 3.8%	17 8.6%	6 5.9%	6 8.2%	22 6.8%	9 8.0%	3 2.7%	7 6.5%
Once per week	128 15.4%	59 12.5%	27 16.9%	42 21.2%	11 10.8%	18 24.7%	38 11.7%	20 17.9%	21 18.9%	20 18.7%
Weekdays only	120 14.5%	63 13.3%	24 15.0%	33 16.7%	17 16.7%	13 17.8%	51 15.7%	13 11.6%	8 7.2%	18 16.8%
Daily except Sundays & holidays	114 13.7%	69 14.6%	27 16.9%	18 9.1%	12 11.8%	11 15.1%	47 14.5%	11 9.8%	15 13.5%	18 16.8%
Daily except holidays	279 33.6%	184 39.0%	43 26.9%	52 26.3%	37 36.3%	14 19.2%	118 36.3%	43 38.4%	40 36.0%	27 25.2%
DON'T KNOW/NO ANSWER	36 4.3%	16 3.4%	11 6.9%	9 4.5%	5 4.9%	4 5.5%	12 3.7%	5 4.5%	6 5.4%	4 3.7%

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q5: What hours of service would public transportation services have to operate
in order to meet your needs?

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N.Central	Region 3 S.Western	Region 4 S.Central	Region 5 Southeast	Region 6 Northeast
TOTAL	830 100.0%	472 100.0%	160 100.0%	198 100.0%	102 100.0%	73 100.0%	325 100.0%	112 100.0%	111 100.0%	107 100.0%
7am to 7pm	431 51.9%	224 47.5%	93 58.1%	114 57.6%	57 55.9%	40 54.8%	144 44.3%	67 59.8%	66 59.5%	57 53.3%
6am to 9pm	312 37.6%	200 42.4%	50 31.3%	62 31.3%	36 35.3%	27 37.0%	138 42.5%	32 28.6%	38 34.2%	41 38.3%
7pm to 7am	17 2.0%	9 1.9%	3 1.9%	5 2.5%	2 2.0%	2 2.7%	10 3.1%	1 .9%	0 .0%	2 1.9%
24 hours	17 2.0%	9 1.9%	5 3.1%	3 1.5%	1 1.0%	2 2.7%	9 2.8%	2 1.8%	3 2.7%	0 .0%
Other schedule	53 6.4%	30 6.4%	9 5.6%	14 7.1%	6 5.9%	2 2.7%	24 7.4%	10 8.9%	4 3.6%	7 6.5%

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q6: Would you require public transportation service that is
provided with a lift-equipped vehicle?

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N.Central	Region 3 S.Western	Region 4 S.Central	Region 5 Southeast	Region 6 Northeast
TOTAL	830 100.0%	472 100.0%	160 100.0%	198 100.0%	102 100.0%	73 100.0%	325 100.0%	112 100.0%	111 100.0%	107 100.0%
No	691 83.3%	399 84.5%	131 81.9%	161 81.3%	85 83.3%	62 84.9%	281 86.5%	91 81.3%	83 74.8%	89 83.2%
Yes	139 16.7%	73 15.5%	29 18.1%	37 18.7%	17 16.7%	11 15.1%	44 13.5%	21 18.8%	28 25.2%	18 16.8%

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q7: How close would a bus route need to be for you to use it?

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N. Central	Region 3 S. Western	Region 4 S. Central	Region 5 Southeast	Region 6 Northeast
TOTAL	830 100.0%	472 100.0%	160 100.0%	198 100.0%	102 100.0%	73 100.0%	325 100.0%	112 100.0%	111 100.0%	107 100.0%
Within a quarter mile	503 60.6%	303 64.2%	91 56.9%	109 55.1%	64 62.7%	46 63.0%	203 62.5%	66 58.9%	64 57.7%	60 56.1%
Within a half mile	146 17.6%	89 18.9%	26 16.3%	31 15.7%	14 13.7%	14 19.2%	62 19.1%	19 17.0%	18 16.2%	19 17.8%
Within 3/4 of a mile	22 2.7%	11 2.3%	1 .6%	10 5.1%	3 2.9%	0 .0%	9 2.8%	5 4.5%	3 2.7%	2 1.9%
Within a mile	89 10.7%	47 10.0%	20 12.5%	22 11.1%	15 14.7%	4 5.5%	31 9.5%	8 7.1%	15 13.5%	16 15.0%
Within a mile and a half	14 1.7%	4 .8%	4 2.5%	6 3.0%	1 1.0%	2 2.7%	4 1.2%	3 2.7%	3 2.7%	1 .9%
More than a mile and a half	45 5.4%	11 2.3%	16 10.0%	18 9.1%	5 4.9%	7 9.6%	9 2.8%	9 8.0%	7 6.3%	8 7.5%
WOULD NOT TAKE A BUS	5 .6%	2 .4%	2 1.3%	1 .5%	0 .0%	0 .0%	3 .9%	2 1.8%	0 .0%	0 .0%
DON'T KNOW / NO ANSWER	6 .7%	5 1.1%	0 .0%	1 .5%	0 .0%	0 .0%	4 1.2%	0 .0%	1 .9%	1 .9%

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q8: How frequently should fixed route bus service be provided?

	TOTAL	County Type			Region of the State				
		Urbanized	Urban	Rural	Region 1 North	Region 3 S.Western	Region 4 S.Central	Region 5 Southeast	Region 6 Northeast
TOTAL	667 100.0%	662 100.0%	1 100.0%	4 100.0%	84 100.0%	349 100.0%	68 100.0%	79 100.0%	87 100.0%
Every 15 to 30 minutes	141 21.1%	140 21.1%	0 .0%	1 25.0%	5 6.0%	105 30.1%	6 8.8%	13 16.5%	12 13.8%
Every 30 to 60 minutes	249 37.3%	249 37.6%	0 .0%	0 .0%	32 38.1%	137 39.3%	18 26.5%	33 41.8%	29 33.3%
Every hour to 2 hours	223 33.4%	221 33.4%	1 100.0%	1 25.0%	38 45.2%	83 23.8%	37 54.4%	27 34.2%	38 43.7%
DON'T KNOW / NO ANSWER	54 8.1%	52 7.9%	0 .0%	2 50.0%	9 10.7%	24 6.9%	7 10.3%	6 7.6%	8 9.2%

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q18: Do you know how to get information about public transportation services?

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N.Central	Region 3 S.Western	Region 4 S.Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1207 100.0%	671 100.0%	237 100.0%	299 100.0%	150 100.0%	107 100.0%	446 100.0%	171 100.0%	162 100.0%	171 100.0%
No	584 48.4%	245 36.5%	124 52.3%	215 71.9%	83 55.3%	58 54.2%	175 39.2%	99 57.9%	72 44.4%	97 56.7%
Yes	623 51.6%	426 63.5%	113 47.7%	84 28.1%	67 44.7%	49 45.8%	271 60.8%	72 42.1%	90 55.6%	74 43.3%

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q19a: How important is funding support from the State of Idaho for
public transportation services for Travel to Work

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N. Central	Region 3 S. Western	Region 4 S. Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1207 100.0%	671 100.0%	237 100.0%	299 100.0%	150 100.0%	107 100.0%	446 100.0%	171 100.0%	162 100.0%	171 100.0%
Very unimportant	180 14.9%	90 13.4%	36 15.2%	54 18.1%	33 22.0%	15 14.0%	49 11.0%	31 18.1%	27 16.7%	25 14.6%
Somewhat unimportant	143 11.8%	66 9.8%	36 15.2%	41 13.7%	21 14.0%	21 19.6%	40 9.0%	22 12.9%	12 7.4%	27 15.8%
Somewhat important	375 31.1%	215 32.0%	75 31.6%	85 28.4%	44 29.3%	35 32.7%	151 33.9%	44 25.7%	47 29.0%	54 31.6%
Very important	457 37.9%	267 39.8%	84 35.4%	106 35.5%	46 30.7%	32 29.9%	182 40.8%	69 40.4%	71 43.8%	57 33.3%
DON'T KNOW / NOT SURE	52 4.3%	33 4.9%	6 2.5%	13 4.3%	6 4.0%	4 3.7%	24 5.4%	5 2.9%	5 3.1%	8 4.7%
Mean Score	2.96	3.03	2.90	2.85	2.72	2.82	3.10	2.91	3.03	2.88
STD. Error of Mean	.03	.04	.07	.07	.10	.10	.05	.09	.09	.08

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q19c: How important is funding support from the State of Idaho for
public transportation services for Travel to Medical Services

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N. Central	Region 3 S. Western	Region 4 S. Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1207 100.0%	671 100.0%	237 100.0%	299 100.0%	150 100.0%	107 100.0%	446 100.0%	171 100.0%	162 100.0%	171 100.0%
Very unimportant	105 8.7%	52 7.7%	23 9.7%	30 10.0%	11 7.3%	10 9.3%	37 8.3%	20 11.7%	18 11.1%	9 5.3%
Somewhat unimportant	90 7.5%	40 6.0%	26 11.0%	24 8.0%	11 7.3%	15 14.0%	36 8.1%	8 4.7%	8 4.9%	12 7.0%
Somewhat important	325 26.9%	180 26.8%	71 30.0%	74 24.7%	36 24.0%	28 26.2%	121 27.1%	49 28.7%	43 26.5%	48 28.1%
Very important	651 53.9%	375 55.9%	110 46.4%	166 55.5%	87 58.0%	52 48.6%	233 52.2%	90 52.6%	91 56.2%	98 57.3%
DON'T KNOW / NOT SURE	36 3.0%	24 3.6%	7 3.0%	5 1.7%	5 3.3%	2 1.9%	19 4.3%	4 2.3%	2 1.2%	4 2.3%
Mean Score	3.30	3.36	3.17	3.28	3.37	3.16	3.29	3.25	3.29	3.41
STD. Error of Mean	.03	.04	.06	.06	.08	.10	.05	.08	.08	.07

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q19d: How important is funding support from the State of Idaho for
public transportation services for Travel to Shopping

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N. Central	Region 3 S. Western	Region 4 S. Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1207 100.0%	671 100.0%	237 100.0%	299 100.0%	150 100.0%	107 100.0%	446 100.0%	171 100.0%	162 100.0%	171 100.0%
Very unimportant	198 16.4%	98 14.6%	44 18.6%	56 18.7%	27 18.0%	16 15.0%	68 15.2%	33 19.3%	26 16.0%	28 16.4%
Somewhat unimportant	207 17.1%	111 16.5%	37 15.6%	59 19.7%	30 20.0%	22 20.6%	74 16.6%	30 17.5%	22 13.6%	29 17.0%
Somewhat important	514 42.6%	297 44.3%	106 44.7%	111 37.1%	52 34.7%	48 44.9%	195 43.7%	59 34.5%	71 43.8%	89 52.0%
Very important	247 20.5%	139 20.7%	42 17.7%	66 22.1%	35 23.3%	19 17.8%	90 20.2%	41 24.0%	41 25.3%	21 12.3%
DON'T KNOW / NOT SURE	41 3.4%	26 3.9%	8 3.4%	7 2.3%	6 4.0%	2 1.9%	19 4.3%	8 4.7%	2 1.2%	4 2.3%
Mean Score	2.69	2.74	2.64	2.64	2.66	2.67	2.72	2.66	2.79	2.62
STD. Error of Mean	.03	.04	.07	.06	.09	.09	.05	.08	.08	.07

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q19e: How important is funding support from the State of Idaho for
public transportation services for Travel to Recreational Activities

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N.Central	Region 3 S.Western	Region 4 S.Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1207 100.0%	671 100.0%	237 100.0%	299 100.0%	150 100.0%	107 100.0%	446 100.0%	171 100.0%	162 100.0%	171 100.0%
Very unimportant	253 21.0%	130 19.4%	53 22.4%	70 23.4%	33 22.0%	23 21.5%	87 19.5%	42 24.6%	33 20.4%	35 20.5%
Somewhat unimportant	319 26.4%	172 25.6%	67 28.3%	80 26.8%	35 23.3%	30 28.0%	117 26.2%	47 27.5%	40 24.7%	50 29.2%
Somewhat important	478 39.6%	273 40.7%	93 39.2%	112 37.5%	61 40.7%	46 43.0%	177 39.7%	60 35.1%	65 40.1%	69 40.4%
Very important	110 9.1%	67 10.0%	17 7.2%	26 8.7%	14 9.3%	6 5.6%	46 10.3%	15 8.8%	20 12.3%	9 5.3%
DON'T KNOW / NOT SURE	47 3.9%	29 4.3%	7 3.0%	11 3.7%	7 4.7%	2 1.9%	19 4.3%	7 4.1%	4 2.5%	8 4.7%
Mean Score	2.38	2.43	2.32	2.33	2.39	2.33	2.43	2.29	2.46	2.32
STD. Error of Mean	.03	.04	.06	.06	.08	.09	.05	.07	.08	.07

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q19f: How important is funding support from the State of Idaho for
public transportation services for Travel to a Senior Center

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N. Central	Region 3 S. Western	Region 4 S. Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1207 100.0%	671 100.0%	237 100.0%	299 100.0%	150 100.0%	107 100.0%	446 100.0%	171 100.0%	162 100.0%	171 100.0%
Very unimportant	143 11.8%	69 10.3%	29 12.2%	45 15.1%	13 8.7%	15 14.0%	56 12.6%	22 12.9%	24 14.8%	13 7.6%
Somewhat unimportant	137 11.4%	71 10.6%	39 16.5%	27 9.0%	18 12.0%	17 15.9%	51 11.4%	19 11.1%	18 11.1%	14 8.2%
Somewhat important	474 39.3%	269 40.1%	89 37.6%	116 38.8%	67 44.7%	38 35.5%	161 36.1%	62 36.3%	58 35.8%	88 51.5%
Very important	406 33.6%	236 35.2%	69 29.1%	101 33.8%	45 30.0%	31 29.0%	161 36.1%	63 36.8%	58 35.8%	48 28.1%
DON'T KNOW / NOT SURE	47 3.9%	26 3.9%	11 4.6%	10 3.3%	7 4.7%	6 5.6%	17 3.8%	5 2.9%	4 2.5%	8 4.7%
Mean Score	2.99	3.04	2.88	2.94	3.01	2.84	3.00	3.00	2.95	3.05
STD. Error of Mean	.03	.04	.07	.06	.08	.10	.05	.08	.08	.07

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q19g: How important is funding support from the State of Idaho for
public transportation services for Travel to a Church or synagogue

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N. Central	Region 3 S. Western	Region 4 S. Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1207 100.0%	671 100.0%	237 100.0%	299 100.0%	150 100.0%	107 100.0%	446 100.0%	171 100.0%	162 100.0%	171 100.0%
Very unimportant	229 19.0%	113 16.8%	50 21.1%	66 22.1%	29 19.3%	23 21.5%	76 17.0%	37 21.6%	34 21.0%	30 17.5%
Somewhat unimportant	270 22.4%	143 21.3%	65 27.4%	62 20.7%	38 25.3%	23 21.5%	102 22.9%	31 18.1%	34 21.0%	42 24.6%
Somewhat important	454 37.6%	264 39.3%	87 36.7%	103 34.4%	56 37.3%	42 39.3%	167 37.4%	54 31.6%	66 40.7%	69 40.4%
Very important	196 16.2%	115 17.1%	26 11.0%	55 18.4%	20 13.3%	15 14.0%	74 16.6%	41 24.0%	23 14.2%	23 13.5%
DON'T KNOW / NOT SURE	58 4.8%	36 5.4%	9 3.8%	13 4.3%	7 4.7%	4 3.7%	27 6.1%	8 4.7%	5 3.1%	7 4.1%
Mean Score	2.54	2.60	2.39	2.51	2.47	2.48	2.57	2.61	2.50	2.52
STD. Error of Mean	.03	.04	.06	.06	.08	.10	.05	.09	.08	.07

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q19h: How important is funding support from the State of Idaho for
public transportation services for Travel to Social Events

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N. Central	Region 3 S. Western	Region 4 S. Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1207 100.0%	671 100.0%	237 100.0%	299 100.0%	150 100.0%	107 100.0%	446 100.0%	171 100.0%	162 100.0%	171 100.0%
Very unimportant	296 24.5%	148 22.1%	65 27.4%	83 27.8%	42 28.0%	23 21.5%	101 22.6%	54 31.6%	40 24.7%	36 21.1%
Somewhat unimportant	328 27.2%	188 28.0%	60 25.3%	80 26.8%	40 26.7%	28 26.2%	125 28.0%	41 24.0%	42 25.9%	52 30.4%
Somewhat important	442 36.6%	250 37.3%	94 39.7%	98 32.8%	48 32.0%	47 43.9%	162 36.3%	52 30.4%	66 40.7%	67 39.2%
Very important	96 8.0%	55 8.2%	12 5.1%	29 9.7%	13 8.7%	6 5.6%	40 9.0%	14 8.2%	12 7.4%	11 6.4%
DON'T KNOW / NOT SURE	45 3.7%	30 4.5%	6 2.5%	9 3.0%	7 4.7%	3 2.8%	18 4.0%	10 5.8%	2 1.2%	5 2.9%
Mean Score	2.29	2.33	2.23	2.25	2.22	2.35	2.33	2.16	2.31	2.32
STD. Error of Mean	.03	.04	.06	.06	.08	.09	.05	.08	.07	.07

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q19i: How important is funding support from the State of Idaho for
public transportation services for Improving Air Quality

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N.Central	Region 3 S.Western	Region 4 S.Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1207 100.0%	671 100.0%	237 100.0%	299 100.0%	150 100.0%	107 100.0%	446 100.0%	171 100.0%	162 100.0%	171 100.0%
Very unimportant	102 8.5%	43 6.4%	25 10.5%	34 11.4%	14 9.3%	12 11.2%	23 5.2%	21 12.3%	15 9.3%	17 9.9%
Somewhat unimportant	93 7.7%	40 6.0%	22 9.3%	31 10.4%	13 8.7%	10 9.3%	25 5.6%	15 8.8%	13 8.0%	17 9.9%
Somewhat important	339 28.1%	187 27.9%	71 30.0%	81 27.1%	38 25.3%	32 29.9%	125 28.0%	39 22.8%	46 28.4%	59 34.5%
Very important	607 50.3%	365 54.4%	104 43.9%	138 46.2%	75 50.0%	50 46.7%	252 56.5%	86 50.3%	79 48.8%	65 38.0%
DON'T KNOW / NOT SURE	66 5.5%	36 5.4%	15 6.3%	15 5.0%	10 6.7%	3 2.8%	21 4.7%	10 5.8%	9 5.6%	13 7.6%
Mean Score	3.27	3.38	3.14	3.14	3.24	3.15	3.43	3.18	3.24	3.09
STD. Error of Mean	.03	.03	.07	.06	.08	.10	.04	.08	.08	.08

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q19j: How important is funding support from the State of Idaho for
public transportation services for Reducing Traffic Congestion?

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N. Central	Region 3 S. Western	Region 4 S. Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1207 100.0%	671 100.0%	237 100.0%	299 100.0%	150 100.0%	107 100.0%	446 100.0%	171 100.0%	162 100.0%	171 100.0%
Very unimportant	121 10.0%	42 6.3%	32 13.5%	47 15.7%	20 13.3%	11 10.3%	27 6.1%	26 15.2%	20 12.3%	17 9.9%
Somewhat unimportant	101 8.4%	46 6.9%	21 8.9%	34 11.4%	11 7.3%	8 7.5%	22 4.9%	10 5.8%	17 10.5%	33 19.3%
Somewhat important	325 26.9%	180 26.8%	69 29.1%	76 25.4%	39 26.0%	38 35.5%	111 24.9%	47 27.5%	48 29.6%	42 24.6%
Very important	612 50.7%	378 56.3%	105 44.3%	129 43.1%	72 48.0%	45 42.1%	268 60.1%	83 48.5%	71 43.8%	73 42.7%
DON'T KNOW / NOT SURE	48 4.0%	25 3.7%	10 4.2%	13 4.3%	8 5.3%	5 4.7%	18 4.0%	5 2.9%	6 3.7%	6 3.5%
Mean Score	3.23	3.38	3.09	3.00	3.15	3.15	3.45	3.13	3.09	3.04
STD. Error of Mean	.03	.03	.07	.07	.09	.10	.04	.08	.08	.08

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q19k: How important is funding support from the State of Idaho for
public transportation services for Deferring the need
for road or bridge construction?

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N. Central	Region 3 S. Western	Region 4 S. Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1207 100.0%	671 100.0%	237 100.0%	299 100.0%	150 100.0%	107 100.0%	446 100.0%	171 100.0%	162 100.0%	171 100.0%
Very unimportant	168 13.9%	82 12.2%	36 15.2%	50 16.7%	26 17.3%	14 13.1%	46 10.3%	29 17.0%	24 14.8%	29 17.0%
Somewhat unimportant	138 11.4%	77 11.5%	33 13.9%	28 9.4%	14 9.3%	16 15.0%	52 11.7%	17 9.9%	20 12.3%	19 11.1%
Somewhat important	312 25.8%	179 26.7%	66 27.8%	67 22.4%	35 23.3%	24 22.4%	128 28.7%	38 22.2%	47 29.0%	40 23.4%
Very important	368 30.5%	209 31.1%	59 24.9%	100 33.4%	48 32.0%	30 28.0%	142 31.8%	55 32.2%	43 26.5%	50 29.2%
DON'T KNOW / NOT SURE	221 18.3%	124 18.5%	43 18.1%	54 18.1%	27 18.0%	23 21.5%	78 17.5%	32 18.7%	28 17.3%	33 19.3%
Mean Score	2.89	2.94	2.76	2.89	2.85	2.83	2.99	2.86	2.81	2.80
STD. Error of Mean	.03	.05	.08	.07	.10	.12	.05	.10	.09	.10

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q20a: How important is funding support from local taxes for
public transportation services for Travel to Work

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N. Central	Region 3 S. Western	Region 4 S. Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1207 100.0%	671 100.0%	237 100.0%	299 100.0%	150 100.0%	107 100.0%	446 100.0%	171 100.0%	162 100.0%	171 100.0%
Very unimportant	224 18.6%	97 14.5%	46 19.4%	81 27.1%	39 26.0%	21 19.6%	67 15.0%	40 23.4%	32 19.8%	25 14.6%
Somewhat unimportant	142 11.8%	65 9.7%	39 16.5%	38 12.7%	24 16.0%	19 17.8%	34 7.6%	19 11.1%	18 11.1%	28 16.4%
Somewhat important	397 32.9%	237 35.3%	77 32.5%	83 27.8%	46 30.7%	34 31.8%	165 37.0%	46 26.9%	51 31.5%	55 32.2%
Very important	390 32.3%	237 35.3%	66 27.8%	87 29.1%	35 23.3%	27 25.2%	159 35.7%	57 33.3%	56 34.6%	56 32.7%
DON'T KNOW / NOT SURE	54 4.5%	35 5.2%	9 3.8%	10 3.3%	6 4.0%	6 5.6%	21 4.7%	9 5.3%	5 3.1%	7 4.1%
Mean Score	2.83	2.97	2.71	2.61	2.53	2.66	2.98	2.74	2.83	2.87
STD. Error of Mean	.03	.04	.07	.07	.09	.11	.05	.09	.09	.08

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q20b: How important is funding support from local taxes for
public transportation services for Travel to School

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N.Central	Region 3 S.Western	Region 4 S.Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1207 100.0%	671 100.0%	237 100.0%	299 100.0%	150 100.0%	107 100.0%	446 100.0%	171 100.0%	162 100.0%	171 100.0%
Very unimportant	211 17.5%	103 15.4%	41 17.3%	67 22.4%	36 24.0%	21 19.6%	65 14.6%	38 22.2%	29 17.9%	22 12.9%
Somewhat unimportant	113 9.4%	55 8.2%	29 12.2%	29 9.7%	16 10.7%	12 11.2%	37 8.3%	19 11.1%	7 4.3%	22 12.9%
Somewhat important	380 31.5%	215 32.0%	69 29.1%	96 32.1%	32 21.3%	36 33.6%	159 35.7%	46 26.9%	53 32.7%	54 31.6%
Very important	449 37.2%	268 39.9%	86 36.3%	95 31.8%	59 39.3%	31 29.0%	169 37.9%	55 32.2%	65 40.1%	70 40.9%
DON'T KNOW / NOT SURE	54 4.5%	30 4.5%	12 5.1%	12 4.0%	7 4.7%	7 6.5%	16 3.6%	13 7.6%	8 4.9%	3 1.8%
Mean Score	2.93	3.01	2.89	2.76	2.80	2.77	3.00	2.75	3.00	3.02
STD. Error of Mean	.03	.04	.07	.07	.10	.11	.05	.09	.09	.08

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q20c: How important is funding support from local taxes for
public transportation services for Travel to Medical Services

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N. Central	Region 3 S. Western	Region 4 S. Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1207 100.0%	671 100.0%	237 100.0%	299 100.0%	150 100.0%	107 100.0%	446 100.0%	171 100.0%	162 100.0%	171 100.0%
Very unimportant	127 10.5%	60 8.9%	24 10.1%	43 14.4%	17 11.3%	15 14.0%	40 9.0%	24 14.0%	17 10.5%	14 8.2%
Somewhat unimportant	87 7.2%	40 6.0%	23 9.7%	24 8.0%	13 8.7%	5 4.7%	33 7.4%	9 5.3%	13 8.0%	14 8.2%
Somewhat important	403 33.4%	223 33.2%	86 36.3%	94 31.4%	49 32.7%	45 42.1%	146 32.7%	51 29.8%	53 32.7%	59 34.5%
Very important	538 44.6%	321 47.8%	90 38.0%	127 42.5%	65 43.3%	37 34.6%	207 46.4%	79 46.2%	72 44.4%	78 45.6%
DON'T KNOW / NOT SURE	52 4.3%	27 4.0%	14 5.9%	11 3.7%	6 4.0%	5 4.7%	20 4.5%	8 4.7%	7 4.3%	6 3.5%
Mean Score	3.17	3.25	3.09	3.06	3.13	3.02	3.22	3.13	3.16	3.22
STD. Error of Mean	.03	.04	.06	.06	.08	.10	.05	.08	.08	.07

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q20d: How important is funding support from local taxes for
public transportation services for Travel to Shopping

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N. Central	Region 3 S. Western	Region 4 S. Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1207 100.0%	671 100.0%	237 100.0%	299 100.0%	150 100.0%	107 100.0%	446 100.0%	171 100.0%	162 100.0%	171 100.0%
Very unimportant	284 23.5%	142 21.2%	57 24.1%	85 28.4%	43 28.7%	28 26.2%	98 22.0%	46 26.9%	36 22.2%	33 19.3%
Somewhat unimportant	245 20.3%	130 19.4%	52 21.9%	63 21.1%	27 18.0%	22 20.6%	91 20.4%	33 19.3%	24 14.8%	48 28.1%
Somewhat important	469 38.9%	273 40.7%	92 38.8%	104 34.8%	52 34.7%	36 33.6%	181 40.6%	62 36.3%	74 45.7%	64 37.4%
Very important	149 12.3%	92 13.7%	24 10.1%	33 11.0%	20 13.3%	15 14.0%	54 12.1%	22 12.9%	19 11.7%	19 11.1%
DON'T KNOW / NOT SURE	60 5.0%	34 5.1%	12 5.1%	14 4.7%	8 5.3%	6 5.6%	22 4.9%	8 4.7%	9 5.6%	7 4.1%
Mean Score	2.42	2.49	2.37	2.30	2.35	2.38	2.45	2.37	2.50	2.42
STD. Error of Mean	.03	.04	.07	.06	.09	.10	.05	.08	.08	.07

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q20e: How important is funding support from local taxes for
public transportation services for Travel to Recreational Activities

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N.Central	Region 3 S.Western	Region 4 S.Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1207 100.0%	671 100.0%	237 100.0%	299 100.0%	150 100.0%	107 100.0%	446 100.0%	171 100.0%	162 100.0%	171 100.0%
Very unimportant	347 28.7%	176 26.2%	70 29.5%	101 33.8%	56 37.3%	29 27.1%	119 26.7%	56 32.7%	46 28.4%	41 24.0%
Somewhat unimportant	353 29.2%	198 29.5%	71 30.0%	84 28.1%	38 25.3%	29 27.1%	133 29.8%	41 24.0%	48 29.6%	64 37.4%
Somewhat important	386 32.0%	219 32.6%	78 32.9%	89 29.8%	37 24.7%	38 35.5%	145 32.5%	59 34.5%	53 32.7%	54 31.6%
Very important	63 5.2%	41 6.1%	11 4.6%	11 3.7%	9 6.0%	5 4.7%	28 6.3%	8 4.7%	9 5.6%	4 2.3%
DON'T KNOW / NOT SURE	58 4.8%	37 5.5%	7 3.0%	14 4.7%	10 6.7%	6 5.6%	21 4.7%	7 4.1%	6 3.7%	8 4.7%
Mean Score	2.14	2.20	2.13	2.04	1.99	2.19	2.19	2.12	2.16	2.13
STD. Error of Mean	.03	.04	.06	.05	.08	.09	.04	.07	.07	.06

Idaho Transportation Needs and Benefits 1996 Telephone Survey
Q20f: How important is funding support from local taxes for
public transportation services for Travel to a Senior Center

	TOTAL	County Type			Region of the State					
		Urbanized	Urban	Rural	Region 1 North	Region 2 N.Central	Region 3 S.Western	Region 4 S.Central	Region 5 Southeast	Region 6 Northeast
TOTAL	1207 100.0%	671 100.0%	237 100.0%	299 100.0%	150 100.0%	107 100.0%	446 100.0%	171 100.0%	162 100.0%	171 100.0%
Very unimportant	188 15.6%	90 13.4%	37 15.6%	61 20.4%	26 17.3%	22 20.6%	65 14.6%	28 16.4%	27 16.7%	20 11.7%
Somewhat unimportant	165 13.7%	81 12.1%	44 18.6%	40 13.4%	28 18.7%	16 15.0%	54 12.1%	25 14.6%	26 16.0%	16 9.4%
Somewhat important	483 40.0%	278 41.4%	93 39.2%	112 37.5%	52 34.7%	45 42.1%	180 40.4%	63 36.8%	53 32.7%	90 52.6%
Very important	311 25.8%	184 27.4%	52 21.9%	75 25.1%	35 23.3%	19 17.8%	125 28.0%	42 24.6%	49 30.2%	41 24.0%
DON'T KNOW / NOT SURE	60 5.0%	38 5.7%	11 4.6%	11 3.7%	9 6.0%	5 4.7%	22 4.9%	13 7.6%	7 4.3%	4 2.3%
Mean Score	2.80	2.88	2.71	2.70	2.68	2.60	2.86	2.75	2.80	2.91
STD. Error of Mean	.03	.04	.07	.06	.09	.10	.05	.08	.09	.07

